

PREFACE

This report presents information about homemakers' preferences, usages, and buying practices for selected potato, rice, and wheat products. It is one of a group of studies conducted by the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service, to determine consumer reactions to agricultural products. This study was designed to provide insights into measures which might be taken by potato, rice, and wheat producers to market their commodities more effectively and to provide consumers with an opportunity to express their opinions.

This report is based on data collected in 1966, and represents information not elsewhere available about consumer attitudes toward potato, rice and wheat products.

At the time the survey was conducted, there was a significant trend toward use of convenience foods. These foods include partially prepared and completely prepared potatoes; precooked and prepared rice; and wheat items prepared from a mix or purchased completely prepared. This trend has continued and is even more significant today in the marketing of these products.

The patterns of present day attitudes prevailing toward convenience foods compared with traditional forms are believed to be essentially the same as they were when the survey was conducted. They are particularly important in weighing consumer choices among farm products in the many forms in which they actually appear in the marketplace. The impact of these opinions is all the more significant given the high degree of substitutability of these items in household menus.

The study was under the general direction of Margaret Weidenhamer, Chief, Special Surveys Branch. Edward J. McGrath assisted in developing plans for it. Other services in the Department of Agriculture provided advice in the planning stage. Chilton Research Service, Philadelphia, Pa., under contract with the U.S. Department of Agriculture, designed the sample, developed the questionnaire, collected the data, and prepared a draft report. These phases of the study were supervised by Raymond O. Nelson and Stephen J. Friedman, Jr., Chilton Research Services.

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The questions asked respondents were numbered beginning with one for each of the three product groups--potatoes, rice, and wheat. Therefore, the first initial of each product (P for potatoes, R for rice, and W for wheat) has been added to the page numbers in the three table sections of the appendix, to permit easier identification of the tables.

HIGHLIGHTS

White Potatoes

In this nationwide study, almost all homemakers said they had served white potatoes in some form during the month preceding the interview. Two-thirds had served fresh white potatoes exclusively; about one-third, both fresh and processed; and only 1 percent, processed exclusively. The proportion of homemakers who had served both fresh and processed was higher among the more frequent users of potatoes than among those who had served potatoes less often.

Most homemakers reported serving fresh white potatoes about as often at time of interview as they had 2 years previously. Dieting, coupled with the general feeling that fresh white potatoes are fattening, is one of the reasons mentioned most frequently by homemakers who indicated decreased serving, served one time or less in an average week, or not serving them within the preceding month.

Mashed potatoes were considered second to french fried as the most fattening way to prepare fresh white potatoes. Nevertheless, potatoes were served mashed by more of the homemakers than any of the other selected ways. In addition, the majority of homemakers thought fresh white potatoes were good-tasting, a necessary food, and high in food value.

Processed white potato products had been used by a majority of homemakers in the year prior to the interview. In general, homemakers felt that the cost of the processed white potato products they had bought was higher per serving than if they had prepared them.

Homemakers generally felt that processed white potato products were not as flavorful as fresh white potatoes. However, many respondents said they used them because they were easier or quicker to prepare than fresh white potatoes.

Rice

More than half the homemakers said they had used regular, uncooked rice but less than half had served precooked rice in the year preceding the interview. However, unlike white potatoes and white bread, which had been served by almost all homemakers, rice had not been served in any form by slightly more than 1 in 10. One of the more frequent reasons mentioned for not serving any rice, for not using regular, uncooked rice more often, and for a decrease in frequency of serving precooked or prepared rice in the previous 2 years was that family members did not like it.

Although a majority of homemakers said they were currently using about the same amount of rice as 2 years prior to the interview, the percentage who were using more rice was greater than the percentage who were using less. Increased use of rice may be attributable to additional serving of processed rice products since higher proportions of homemakers reported serving prepared or precooked rice more frequently, compared with 2 years previously, than reported expanded serving of regular, uncooked rice.

A majority of homemakers were still using most often the same kind of rice they had used 2 years before. More of the homemakers who indicated a change said they had switched to instant rice because it was quicker and easier to prepare.

Convenience seemed to be of more interest to homemakers than cost. Most homemakers reported they felt precooked rice or prepared rice products were more expensive than regular, uncooked rice or dishes prepared from regular, uncooked rice plus additional ingredients.

More of the homemakers who indicated a preference for grain length chose the long grain because they felt that it doesn't stick and it looks nicer than the short or medium grain.

Generally, homemakers considered rice to be fattening but high in food value and low in cost per serving. They did not consider rice to be as fattening as potatoes, bread, or macaroni products.

Wild rice and brown rice had been used by comparatively small percentages of homemakers. Wild rice users said it was used infrequently, primarily for special occasions or with special dishes.

Wheat Products

Bread; and Rolls, Biscuits, and Muffins

Practically all homemakers reported serving white bread within the previous year. Use of purchased rolls, biscuits, and muffins was considerably less as only about 8 in 10 homemakers indicated use during this time period.

Bread as well as rolls, biscuits, and muffins, were being served by the majority of homemakers about as often and in the same amounts at the time of interview as 2 years previously. A larger number of homemakers indicated using more bread currently than indicated using less. About the same number were serving it more often as were serving it less often. In the case of rolls, biscuits, and muffins, more homemakers reported serving a smaller amount and serving them less often than mentioned an increase for amount and frequency. The reasons mentioned most frequently for serving any of these products less often or in lesser amounts were weight consciousness and a decrease in the size of the family.

White bread was served by more of the homemakers for breakfast. Rolls, biscuits, and muffins were served by proportionately more of the homemakers for dinner.

Generally, homemakers felt white bread was high in food value. Although a majority thought bread was fattening, a higher percentage felt it was a necessary food. Opinions were more divided, though generally favorable, on whether the cost per serving was expensive or inexpensive and whether white bread was a dull or exciting food.

Freshness was reported to be the most important quality in selecting a loaf of white bread. Softness and flavor were other qualities the majority of homemakers considered important.

Homemakers were aware that something was added to the flour if "enriched" was printed on the bread wrapper. But their knowledge of the nutrients used

for enrichment of bread was extremely vague.

Only one-third of the homemakers said they had ever used frozen bread dough. More than half of those who had used it liked the taste and flavor of bread made from frozen bread dough. The main complaint given was about poor baking results, such as: The crust is hard, breaks, or peels off. Almost two-thirds of those homemakers who had used frozen bread dough preferred ready made bread, mainly because of convenience.

Other Wheat Products

A majority of homemakers reported serving macaroni products (spaghetti, macaroni, and egg noodles) during the year preceding the interview. Spaghetti had been served more than macaroni or egg noodles during the preceding week. All these products, particularly spaghetti, were served more as a main dish than as a side dish. The majority of homemakers said macaroni products were inexpensive per serving but fattening.

Eight homemakers in 10 had used some kind of flour for baking during the year preceding the interview. About three-fourths of the homemakers had used plain or cake flour for baking. Only one-fourth reported using self-rising flour.

Home-prepared or frozen pancakes and waffles were used as follows: More than 8 in 10 homemakers had served pancakes, and less than 5 in 10 had served waffles. Half the homemakers who had never served waffles said they did not have a waffle iron.

During the year preceding the interview, cake mix had been used by more homemakers than pancake and waffle, biscuit, or piecrust mixes. But homemakers used pancake and waffle mix more often proportionately than the other mixes in an average month.

Homemakers who had served cakes, cookies, pastries, or pies in the prior month--excluding respondents who had prepared these products only from mixes--said proportionately more pies were made "from scratch" than were purchased. Very few pies were made from a mix. Proportionately more pastries and cookies were purchased than were made from homemakers' own batter. Very few were made from mixes. In contrast, purchasing cakes, making them from homemakers' own batter, or making them from a mix were all mentioned frequently.

HOMEMAKERS' PREFERENCES AND BUYING PRACTICES FOR SELECTED
POTATO, RICE, AND WHEAT PRODUCTS

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INTRODUCTION

This report presents results of a study designed to obtain information on opinions about selected potato, rice, and wheat products. Data were collected to ascertain household consumers' preferences and buying practices for these commodities, including specialty or highly processed convenience-type food products; to identify the characteristics which consumers consider important in selecting such food products; and to determine their satisfaction with those items that were available at the time of interviewing.

The findings are based on personal interviews with 3,137 homemakers during January and February 1966. These homemakers represented a cross-section of private households in both rural and urban areas throughout the United States, excluding Alaska and Hawaii. Respondents were selected entirely by area probability sampling procedures. For this study, a homemaker is defined as the person chiefly responsible for buying, preparing, and serving food for the household.

A long questionnaire form (seven to 16 pages) and a short one (one or two pages) were designed for each product--potato, rice, and wheat. Our specifications for the areas of inquiry were extensive for each commodity. Thus, a combination of two long and one short questionnaire forms representing all three products was used in every household. The combination used for each respondent was rotated so that there was an equal opportunity for each long commodity form to be used first. The short form was completed last in each household. The questions on the short form for each commodity were primarily about incidence and frequency of use. Also included were some scale ratings of homemakers' opinions about the product. All questions on the short forms were included on the long forms. Findings for each question appearing on both forms were combined in this report. Questions appearing on both forms are marked with asterisks on the questionnaires shown for each commodity in the appendix.

Findings by demographic cross-breaks are discussed only when they are pertinent, such as results indicating large differences. More comprehensive coverage may be found in the appendix tables. Findings by these background characteristics are solely descriptive in nature. The reader is cautioned against assigning any cause-and-effect relationship from these results. Personal characteristics such as age, education, and income levels, which are highly interrelated, are shown separately. To combine them would have resulted in an excessive number of separate groups with too few respondents in each. Findings involving other characteristics, such as region and community size, may reflect differences arising from properties of these characteristics (such as climate or population density); or they may reflect differences that are related to the personal characteristics of residents. Responses to a few questions have not been included because the data were not of value or did not

contribute to an understanding of homemakers' opinions about the subject areas covered in this study.

As in all surveys in which a sample is interviewed rather than the total population, the findings are subject to sampling errors. The sample design, sampling method, and sampling tolerances are described in the appendix. The data are also subject to errors of response. For example, when homemakers report using a product a certain number of times during the week or a year, they are describing what they consider to be their general practice. Since the focus of this study is attitudinal, no attempt was made to verify the respondents' claims about either the frequency or the amounts used. Data from the questions on usage of these products are therefore subject to errors stemming from respondent interpretation and memory bias, and cannot be interpreted as factual information. Data on frequency of use do not indicate the amounts of these products consumed. Information about consumption of these commodities may be found in the results of the 1965 household food consumption study conducted by USDA. 1/

To categorize households as light, medium, or heavy users of each product, we classified reported users of potatoes and rice according to the number of times the homemakers said they had served these products in a specified time period. For wheat, the classification was dependent upon the reported amount of bread used. The classifications--light, medium, and heavy users--are defined for each commodity in the text for that commodity. Throughout the report, we use "light" interchangeably with "low" and "high" with "heavy" when discussing usage levels for each commodity.

The regional classification corresponds to that of the Bureau of the Census with the exception that Maryland, Delaware, and the District of Columbia Standard Metropolitan Statistical Area were grouped with the Northeast rather than the South:

<u>Northeast</u>	<u>North Central</u>	<u>South</u>	<u>West</u>
Maine	Ohio	North Carolina	Montana
New Hampshire	Michigan	South Carolina	Arizona
Vermont	Indiana	Virginia	Colorado
Massachusetts	Illinois	Georgia	Idaho
Rhode Island	Wisconsin	Florida	Wyoming
Connecticut	Minnesota	West Virginia	Utah
New York	Iowa	Arkansas	Nevada
New Jersey	Missouri	Louisiana	New Mexico
Pennsylvania	North Dakota	Oklahoma	California
Delaware	South Dakota	Texas	Oregon
Maryland	Nebraska	Kentucky	Washington
District of Columbia <u>2/</u>	Kansas	Tennessee	
		Alabama	
		Mississippi	

ion of Households in the United States, Spring 1965. U.S. Department of Cultural Research Service, Household Food Consumption
-10. (Other reports in this series are forthcoming)

the Washington, D. C., Standard Metropolitan

Areas were classified by community size as follows: Metropolitan--Standard Metropolitan Statistical Areas (SMSA's) of more than 1 million population; Urban--SMSA's of less than 1 million population plus all other urban territory as defined for Census purposes; and Rural--territory defined as rural for Census purposes other than rural territory included in SMSA's.

Respondents were asked to indicate total annual family income. Households were then classified in approximately equal-sized groups as follows: Lower--less than \$4,000; Middle--\$4,000 to \$6,999; and Upper \$7,000 and over.

Level of education was grouped as follows: Grammar school--grades 1 to 8; High school--some or completed; and College--some or completed.

Homemakers were also classified according to age, family size, employment status, and usage level of the survey products.

In many of the tabulations, percentages may add to more than 100 (or more than the group totals shown) because some respondents gave more than one reply. The "miscellaneous" categories of information, shown throughout the tabulations, are the merging of all the ideas or items which individually were mentioned by less than 2 percent of the respondents in reply to a particular question.

WHITE POTATOES

Use in Any Form

Most respondents (96 percent) had served white potatoes either fresh or processed in the month preceding the interview. About half had served them 16 or more times in the past month. (Question 1 in the potato section) 3/

The respondents who had served white potatoes were asked specifically about their use of fresh and processed white potatoes (excluding potato chips). Two-thirds (67 percent) had served fresh white potatoes exclusively during the month prior to the interview. Almost one-third (32 percent) answered both fresh and processed, and only 1 percent said processed exclusively. The proportion of homemakers who had served both fresh and processed potatoes was higher among the more frequent users of potatoes than among those who had served potatoes less often. (Summary of question 2)

Serving Bread Products With Potatoes

The majority of respondents (73 percent) who had ever served white potatoes in any form usually served bread or rolls at meals when they served potatoes. The most frequent reason given by those homemakers who did not was: Too much starch if both are served. (Question 38 and Question 39)

3/ The references in parentheses are to the numbered questions in the questionnaires and to the tables which summarize the answers. Both the tables and the questionnaires may be found in the appendix following the description of the sample. (Not all questions are shown in tabular form.)

Fresh White Potatoes

Virtually all homemakers (99 percent) had served fresh white potatoes during the preceding year. The leading reason mentioned by about half the respondents was that the family likes fresh white potatoes. About 2 in 10 homemakers gave each of these other reasons: They are a nutritious food, don't like or buy processed potatoes, potatoes round out a meal, and like the taste. (Question 11)

To classify the level of fresh white potato use, we asked respondents the number of times they served them in an average week. Their responses on frequency of use in an average week were grouped as follows:

<u>Usage level</u>	<u>Number of times served in an average week</u>	<u>Percent 1/</u>
Light users	2 or less	35
Medium users	3 - 5	39
Heavy users	6 or more	25

1/ One percent of the respondents had not served fresh white potatoes in the year prior to the interview.

A higher proportion of respondents who were from the Southern region, reported a lower annual family income, were age 50 or over, or were in one- or two-member families said they were light users. (Summary of questions 4a, 6, 6a, 7, 8, and 9)

Homemakers who had served fresh white potatoes one time or less in an average week gave as their main reasons for not serving them more often: Watching weight, don't like potatoes that much, and serve other foods instead such as rice. (Question 10)

Similar answers were given by the small number of homemakers who had served fresh white potatoes but not within the preceding month. Their most frequent reasons for not serving them within this period of time was also that they were dieting. (Tabulation not shown)

Homemakers were asked to compare their frequency of serving fresh white potatoes at the time of the interview and 2 years before. Around 7 in 10 currently served fresh white potatoes about as often as they had 2 years earlier. Almost 2 in 10 were serving them less often, and the remainder were serving them more often. (Question 12)

Homemakers who served fresh white potatoes less often than 2 years before mentioned reasons such as the household is smaller, and being on a diet. Homemakers who responded "more often" said their families were larger and older, they cook more now, or their eating habits had changed. (Question 13)

Purchase Patterns

Almost half (45 percent) the homemakers who had served fresh white potatoes in the preceding year usually purchased between 6 and 10 pounds at one time; about one-quarter (26 percent) said 5 pounds at a time. Comparatively small percentages of the homemakers usually purchased over 10 or less than 5 pounds at a time; and some (3 percent) said they grew their own potatoes. (Question 14)

Frequency of purchase was as follows:

<u>Frequency of potato purchases</u>	<u>Percent</u>
Once a week or more	25
Two or three times a month	42
Once a month	20
Less often than once a month	13

(Tabulation not shown)

When homemakers were asked whether they were usually able to find the kind of fresh white potatoes they wanted in season, the vast majority replied they had no difficulty. Only 4 percent said they could not usually find the kind they wanted--baking or Idaho were mentioned most frequently. (Tabulations not shown)

All three types of potatoes--new, old, and baking (as defined by the respondents)--had each been purchased by more than half the respondents who had bought any fresh white potatoes during the year before the interview. (Questions 19 and 20)

Reasons for Preferring Old, New, or Baking Potatoes

Homemakers who reported buying more than one kind of potatoes in the preceding year were asked which type they liked best. Homemakers who had bought only one kind were assumed to prefer that kind and it was recorded as the kind they liked best. Although old potatoes were preferred by more of the homemakers in these two groups (4 in 10), baking and new potatoes were each preferred by about 3 in 10. Proportionately more of the respondents from the Southern region, those in the lower income group, and those with only a grammar school education indicated a preference for old potatoes. More of the respondents from the upper income group and those with college education preferred baking potatoes. (Question 21)

Homemakers who preferred old potatoes did so, for the most part, because they believed they can be cooked or prepared in many ways; are less expensive; have desirable physical properties after cooking; and have more flavor or taste. The more frequent reasons given for preferring either new or baking potatoes were: Desirable physical properties after cooking and better flavor. (Question 23)

Serving Patterns

Mashed potatoes appeared to be the most popular way of serving fresh white potatoes in the prior year. The vast majority of homemakers (92 percent) indicated serving them this way. Other ways mentioned frequently included: baked (82 percent), boiled (79 percent), potato salad (74 percent), french fried (62 percent), and home fried (60 percent).

In general, the ways that fresh white potatoes were served during the previous month paralleled the ways they had been served in the previous year. Interviewing was conducted during January and February, which may account for

the sizable decrease in the number of respondents who served potato salad in the month prior to interviewing. (Questions 26 and 27)

Almost all of the homemakers said they served fresh white potatoes in all seasons. More than 7 in 10 (76 percent) maintained they serve them equally all year around. About 2 in 10 said they serve them most often in the winter, mainly because they "cook more" or "eat heavier meals then." Some respondents indicated increased use in the summer; "make potato salad" was mentioned most frequently as the reason. (Tabulations not shown)

Opinions of Selected Characteristics

All respondents, whether or not they used fresh white potatoes, were given a card listing specific qualities used to describe fresh white potatoes. A seven-point scale was used to indicate their opinions. Negative and positive qualities were not always indicated by the same numbers to avoid positional bias. For example, "low in food value" was 1 and "high in food value" was 7 whereas, "low cost per serving" was 1 and "high cost per serving" was 7 on the scale. The respondents were to report their opinion about fresh white potatoes by indicating the number that was closest to how they felt. About 8 in 10 homemakers thought fresh white potatoes were good tasting, rating them 6 or 7 on the scale. Although about 6 in 10 homemakers thought they were fattening about the same number of respondents felt they were a necessary food and were high in food value. Opinions were more divided, though generally favorable, on whether the cost per serving was high or low and whether fresh white potatoes were a dull or exciting food. Only about 1 in 10 homemakers considered them high in cost per serving (rating them 6 or 7) or a dull food (rating them 1 or 2). The following table presents the average numerical ratings for these qualities:

<u>1 on the scale</u>	<u>7 on the scale</u>	<u>Average rating</u> <u>Number</u>
Not good tasting	Good tasting	6.3
Low in food value	High in food value	5.7
Not fattening	Fattening	5.7
Unnecessary food	Necessary food	5.5
Dull food	Exciting food	4.9
Low cost per serving	High cost per serving	3.4

(Question 45)

Again using a seven-point scale, homemakers were asked to rate fresh white potatoes on flavor (1 meant "low in flavor" and 7 meant "high in flavor"). The results were consistent with those reported above: Over half the homemakers (58 percent) gave fresh white potatoes the highest rating possible (7), and the average numerical rating was 6.2. (Question 47)

Homemakers were also asked how fattening they considered fresh white potatoes to be when prepared in each of four ways, using their own recipe. A seven-point scale was used--1 meant "not at all fattening" and 7 meant "fattening." French fried potatoes were considered the most fattening by about 8 in 10 homemakers who rated them 6 or 7 on the scale (the average numerical rating was 6.2).

was 6.3). Mashed potatoes ranked as the second most fattening--about 7 in 10 rated mashed 6 or 7 on the scale (the average numerical rating was 5.9). About 6 in 10 respondents did not consider boiled potatoes fattening; neither did they consider them "not at all fattening"--3, 4, or 5 was the rating given by these homemakers. The same proportion rated baked potatoes the same way. (Question 46)

The cooking quality of fresh white potatoes was rated by most homemakers who had used them in the past year as good (64 percent) or excellent (27 percent). Homemakers who considered the cooking quality fair or poor (9 percent) did so essentially because: The potatoes sometimes have had spots, they get mushy, and they are nice outside but bad inside. (Tabulations not shown)

Substitutes for Potatoes

Homemakers who had ever served fresh white potatoes were asked what they would do and what they thought they could serve in place of potatoes if they had planned to serve potatoes and discovered they had none. Although about one-third of the respondents said they would make an effort to get potatoes in some way, virtually all of the homemakers (96 percent) named one or more foods they felt they could serve in place of potatoes--7 in 10 mentioned wheat products and almost as many cited rice. (Summary of questions 36 and 37)

Processed or Prepared White Potatoes

Use of Selected Potato Products

Over one-third of the homemakers (37 percent) said they had not purchased any of a selected group of processed white potato products in the preceding year. More than one-half (55 percent) had purchased none in the prior month. Frozen french fries had been bought by the most homemakers in the preceding year (46 percent) and in the past month (30 percent). Instant mashed was the only other specified type purchased by a sizable number (33 percent in the prior year and 17 percent in the prior month). (Questions 31 and 32)

Opinions About Cost Per Serving

Among homemakers who reported purchasing processed white potato products in the previous year, the majority generally felt the cost per serving of each specified processed product was higher than if prepared by them. A notable exception was potato sticks in a can--opinion was almost equally divided between homemakers who felt the cost was higher (36 percent) or lower (30 percent). (Question 33)

Effect of Processed Potatoes on Total Potato Usage

Among homemakers who had used some processed potatoes in the previous year (63 percent of total sample), only 1 in 10 (11 percent) said the use of processed potatoes had affected the total amount of potatoes used in their homes. Most of this small group indicated that more potatoes were used, because the processed forms were easier or quicker to prepare than fresh white potatoes. (Tabulations not shown)

Flavor Comparison of Fresh and Processed White Potatoes

All homemakers, whether or not they had used them, were asked their opinion about the flavor of fresh white, instant mashed, frozen french fried, and canned potatoes. The majority of homemakers rated fresh white potatoes very high in flavor; the average score was 6.2 on a seven-point scale. Homemakers considered the processed potatoes asked about as much less flavorful--the average numeric rating for frozen french fries was 4.2, instant mashed 3.1, and canned potatoes 2.5. (Question 47)

Potato Chips

Two-thirds of the homemakers said they had served potato chips in the month preceding the interview. Proportionately more homemakers under age 50, those with three or more family members, and those who reported middle and upper incomes had served potato chips in this time period. More homemakers had served potato chips as a snack (59 percent) than with meals (32 percent) or with dips (28 percent) during the prior month. (Summary of questions 40 and 41) Those who had served them more than one way were asked which way they served them most frequently. Homemakers who had served them only one way were recorded as serving them that way most frequently. Potato chips were served most frequently as a snack, followed by with meals, and with dips. (Question 42)

Half the homemakers who had served potato chips in the prior month reported that the color of the chips was not at all important to them. Those who considered the color very important or somewhat important did so primarily because they disliked the "overcooked" or "burnt" taste of dark or brown potato chips. (Question 43 and Question 44)

RICE

Use in Any Form

Most homemakers (87 percent) reported serving rice in some form in the month preceding the interview. (Summary of questions 1 and 5 in the rice section) The leading reasons given by homemakers for serving rice were: Family likes and it provides variety in meals. (Question 4) The reason given by most homemakers who had not served rice in any form during the previous year was that family members did not like it. (Question 2)

To classify the level of rice use, we asked respondents the number of times they served rice in any form in an average month. The responses were grouped as follows:

<u>Usage level</u>	<u>Number of times served in an average month</u>	<u>Percent ^{1/}</u>
Light users	2 or less	42
Medium users	3 - 5	24
Heavy users	6 or more	20

^{1/} Thirteen percent said they had not used rice in the year prior to the interview and 1 percent gave no answer.

More of the respondents from the North Central region, those in the higher income groups, those in smaller families, and those with more than a grammar school education were light users. (Summary of questions 7, 7a, and 7b)

Types Served

More respondents indicated serving regular, uncooked rice in the year and month preceding the interview than reported serving a specific type of precooked or prepared rice, as shown in the following tabulation:

	<u>Past year</u> - - - - <u>Percent</u>	<u>Past month</u> 1/- - - -
Served rice in some form	87	71
Regular, uncooked rice	61	48
Precooked rice	45	30
Instant	36	22
Parboiled or converted	16	10
Prepared rice	14	6
Spanish	11	4
Fried	4	2

1/ May add to more than 100 because of multiple answers.

(Summary of questions 1 and 5, and
Summary of question 6)

Type Preference

Homemakers who reported serving more than one type of rice in the preceding year were asked which type they liked best. Homemakers who had served only one type were assumed to prefer that type and it was recorded as the type they liked best. Regular, uncooked rice was the type liked best by more than half of the homemakers (57 percent), followed by instant rice (27 percent), and parboiled or converted rice (11 percent).

Preference for regular, uncooked rice was indicated by proportionately more homemakers who were from the Southern region, reported a lower income, were age 50 or older, had completed only grammar school, or indicated heavier rice usage. (Question 9)

Homemakers (including those who indicated serving only one type) gave reasons such as the following for their preference:

Regular, uncooked--habit, taste, fluffier, and cheaper

Instant--quicker to prepare, and easier to prepare

Parboiled--quicker to prepare, and taste (Question 10)

Comparing types of rice usually purchased most often 2 years earlier with types usually purchased most often at the time of interview, the majority of the respondents answered regular, uncooked for each time. However, there was

a slight increase in the percentages of homemakers who reported that at the time of interview they usually purchased processed rice and a small decrease for regular, uncooked rice. (Questions 28 and 29)

A separate comparison was made of each respondent's answers to the question about the type bought most often at the earlier time and at the time of interview. As shown below, most homemakers were still buying the same kind of rice most often;

Type of rice bought most often at time of interview <u>1/</u>	Type of rice bought most often 2 years earlier <u>1/</u>		
	<u>Regular</u>	<u>Parboiled/ converted</u>	<u>Instant</u>
	-----Percent-----		
Regular	89	1	6
Parboiled/converted	3	92	1
Instant	8	7	91
Total	100	100	98

1/ Excluded "prepared rice," "none," and "not ascertained."

Among homemakers who indicated buying a different type of rice at the time of interview from the type bought 2 years previously, most of the change was in the purchase of instant rice because it was thought to be quicker and easier to prepare. (Tabulation not shown)

Grain Length Preference

Of the three types of rice grains--short, medium, and long--homemakers who had served rice in the year prior to the interview preferred long grain (40 percent) over medium (11 percent) or short grain (7 percent). The balance (42 percent) was about evenly divided between those who had no preference or did not state a preference. (Question 24)

Reasons cited most often by homemakers who preferred long grain rice were: "The long grains don't stick, and it looks nicer." (Question 25)

Serving Patterns

Although the majority of respondents (68 percent) who had served rice indicated no change, about 2 in 10 said they were using more rice at the time of the interview than 2 years before, and about 1 in 10 were using less. Additional current use of rice was reported more often as the number of family members increased and among the younger homemakers. (Question 3) Parallel responses were reported in answer to similar questions about regular, uncooked rice, a precooked or prepared rice products.

Homemakers who had served rice in the previous year were asked in which seasons they served rice. Each season was indicated by a majority of the re-

spondents--winter (99 percent), fall (92 percent), spring (88 percent), and summer (86 percent). Among homemakers who served rice in more than one season (92 percent), 7 out of 10 maintained they served it equally often all year around. Among the remaining 3 in 10, practically all (27 percent) said they served rice most often in the winter, because they cook more in the winter or they prepared more recipes that are served with rice. (Tabulations not shown)

Regular, Uncooked Rice

About 6 in 10 homemakers said they had used regular, uncooked rice in the year prior to the interview. (Summary of questions 1 and 5) Among those respondents who had not used this type of rice in the previous year, more than half said they had not because regular, uncooked rice requires more time than other types to prepare. (Question 11)

Among the homemakers who had used regular, uncooked rice in the previous year, more than 4 in 10 (44 percent) said they used it two times or less in an average month. (Question 16) Only one reason for not using it more often--dislike for rice by family members--was mentioned by as many as 2 in 10 of these infrequent users of regular, uncooked rice. Length of time to prepare, preference for variety in meals, family preference for potatoes, and use of precooked rice mostly, were each given by around 1 in 10. (Question 17)

The majority of homemakers (72 percent) who had used regular, uncooked rice in the preceding year said they were currently using it about as often as they had 2 years earlier. The percentage of homemakers using regular, uncooked rice more frequently at the time of interview was only slightly higher than the percentage using it less frequently (15 percent versus 12 percent, respectively). (Question 18)

The most frequent reasons--given by around 3 in 10 homemakers--for using regular, uncooked rice more often at the time of interview were: Change in size or age of family, and family members like rice. Reasons such as increased use of another type of rice--mainly instant or precooked--change in size or age of family, and time involved in preparation were each given by about 2 in 10 homemakers who said they were currently using it less often. (Question 19)

Serving Patterns

About half the homemakers had used regular, uncooked rice in the past month. (Summary of question 6) Thirty-seven percent of these homemakers had used it one or two times; 35 percent, three to five times; and 28 percent, six or more times. Characteristics of homemakers who had used regular, uncooked rice only one or two times in the past month closely paralleled characteristics of lighter users of rice in any form. That is, a greater proportion were from the North Central region, were in the upper income group, had smaller families, or had more than a grammar school education. (Question 8)

Ways Served

Homemakers who had used regular, uncooked rice in the month preceding the interview were asked whether they had used it in a number of selected ways. If they had, they were then asked the way they used it most frequently. Homemakers who had used it only one way were recorded as using it that way most frequently. As shown in the table below, regular, uncooked rice was used more

often as a side dish to the main course of a meal or as the main dish than as dessert, in soup, or as cereal:

<u>Ways of serving regular, uncooked rice</u>	<u>Ways served in past month</u>	<u>Ways served most often in past month</u>
	<u>-----Percent-----</u>	
Side dish	55	37
Main dish	53	38
Dessert	38	11
Soup	35	6
Cereal	19	7

Proportionately fewer respondents from the Southern region reported using regular, uncooked rice as a dessert in the past month than respondents from the Northeast, North Central, or Western regions. As the age of the respondent increased, higher proportions indicated using regular, uncooked rice as a dessert or in soup, and lower proportions mentioned using it as a side dish. (Question 20 and Question 21)

Opinions of Specific Qualities

All respondents were given a card listing specific qualities used to describe regular, uncooked rice. A seven-point scale was used to indicate their opinions. Negative and positive qualities were not always indicated by the same numbers to avoid positional bias. For example, "low in food value" was 1 and "high in food value" was 7; whereas, "low cost per serving" was 1 and "high cost per serving" was 7 on the scale. The respondents were to report their opinion about regular, uncooked rice by indicating the number that was closest to how they felt. In general, the homemakers felt that regular, uncooked rice was fattening but high in food value and low in cost per serving. About 5 in 10 considered it high in food value and about 4 in 10 considered it fattening (rating it 6 or 7 on the scale for both qualities). About 6 in 10 thought it had a low cost per serving (rating it 1 or 2 on the scale). Opinions were more divided on whether regular, uncooked rice was a dull or exciting food and whether it was unnecessary or necessary food; about 3 in 10 homemakers felt it was an exciting and necessary food (rating it 6 or 7 on the scale). The following table presents the average numerical ratings for specific qualities:

<u>1 on the scale</u>	<u>7 on the scale</u>	<u>Average rating Number</u>
Low in food value	High in food value	5.3
Not fattening	Fattening	4.7
Unnecessary food	Necessary food	4.2
Dull food	Exciting food	4.1
Low cost per serving	High cost per serving	2.4

(Question 31)

Price Awareness

Over half the homemakers (56 percent) who had used regular, uncooked rice in the year preceding the interview said they did not know the exact price they usually paid for the rice bought most often.

Proportionately more of the homemakers who had larger families, were younger, or were heavier rice users reported they knew the usual price of the rice they purchased most often. (Summary of questions 22 and 23)

Precooked and Prepared Rice

Homemakers were questioned about their use of precooked (instant and par-boiled or converted) and prepared (Spanish and fried) rice. More homemakers reported using regular, uncooked rice in the year and month prior to the interview than mentioned serving processed forms. Comparing the homemakers within each demographic group, we found use of regular, uncooked rice and instant rice varied with homemakers' characteristics, as shown below:

Proportionately more homemakers with the following characteristics had used

regular, uncooked rice--

...those with a lower income
...those with only a grammar school
education
...and those who were heavier rice
users.

instant rice--

...those with a higher income
...those with a college educa-
tion
...and those who were lighter
rice users.

(Summary of questions 1 and 5)

All homemakers who reported serving prepared rice in the preceding year were asked what they liked about prepared rice products. The features mentioned most often were: Easy to serve or prepare (46 percent); like the taste, flavor (40 percent); and quick to prepare (34 percent). One in 10 said they didn't care for prepared rice products. (Question 12)

Serving Patterns

The majority (66 percent) of homemakers who had served precooked or prepared rice in the previous year reported serving it about as often as 2 years before. Almost 2 in 10 were serving it more often at the time of the interview and 1 in 10, less often. Those serving it more often were more likely to be younger homemakers or heavier users of rice. (Question 14)

Change in eating habits (30 percent), quicker to prepare (22 percent), and didn't use it at all 2 years ago (20 percent) were the reasons given most often by homemakers who reported an increase in frequency of serving precooked or prepared rice. Homemakers who were serving it less frequently cited reasons such as: Smaller family now (20 percent) and family doesn't like rice (18 percent). (Question 15)

Fewer respondents had served parboiled or converted rice than had served instant rice during the previous month. (Summary of question 6) However, proportionately more respondents had served parboiled or converted rice more frequently than instant rice in this time period:

<u>Number of times served in past month</u>	<u>Parboiled or converted</u>	<u>Instant</u>
	-----Percent 1/-----	
1 or 2	49	61
3 - 5	32	27
6 or more	17	11

1/ Percentages do not add to 100 because 2 percent of the homemakers who had served parboiled rice and 1 percent who had served instant rice did not report the number of times each type had been served in the past month.

(Summary of Question 8)

Opinions About Cost Per Serving

About 5 in 10 homemakers said that parboiled rice and about 6 in 10 said that instant rice cost more per serving than regular, uncooked rice. About 6 in 10 said purchasing prepared Spanish and fried rice cost more per serving than if they made these products from regular, uncooked rice plus other necessary ingredients. Around 3 in 10 said they could not compare the costs. The remainder indicated that the costs of the precooked or prepared rice were the same or less than the cost of regular, uncooked rice or the cost of Spanish and fried rice made by them from the necessary ingredients. (Questions 32 and 33, and Question 34)

Wild Rice and Brown Rice

Only 1 in 10 homemakers reported serving wild rice in the year prior to the interview, and slightly fewer said brown rice. Use of both types of rice was notably higher in the Western region, among those with higher incomes, and among those with college educations. (Summary of questions 35 and 40)

Even among those who had used wild rice in the past year, almost 6 in 10 (56 percent) had used it only once or twice and around 2 in 10 (23 percent) had used it three to five times. Only 2 in 10 reported six or more times. About 2 in 10 homemakers (21 percent) who had served any wild rice in the prior year also had served it in the month preceding the interview. About the same proportion of brown rice users (19 percent) had served it in the previous month. (Tabulations not shown)

Like the flavor; serve it with wild game, duck, or cornish hens; like it for a change of taste--with chicken or turkey; or serve it for company were the reasons most frequently given by homemakers for using wild rice in the past year. About 2 in 10 homemakers who had used wild rice in the previous year declared they had tried it but wouldn't serve it again, mainly because it was too expensive or they didn't like the taste. (Tabulations not shown)

Among the homemakers who had used wild rice in the previous year, 4 in 10 said they served it exclusively at dinner for guests, about the same number said only at family meals, and the balance served it for both guests and family meals. (Tabulation not shown)

WHEAT

Bread

Serving and Purchase Patterns

Homemakers were asked about their use of white and other breads made from wheat, such as bread made from whole wheat or cracked wheat.

Only 1 percent of all homemakers had not served any bread made from wheat during the year preceding the interview. Almost all homemakers (97 percent) had served bread made from wheat during the 7 days preceding the interview. Only eat bread made from other grains, on a reducing or restricted diet, just don't eat bread, and bread is too fattening were some of the reasons given by the rest for not serving bread made from wheat during this 7-day period. (Tabulations not shown)

Homemakers were classified by the amount of white bread they served in an average week:

Light users--less than two loaves (29 percent)

Medium users--two - four loaves (44 percent)

Heavy users--five or more loaves (26 percent)

Nonusers--none served (1 percent)

More of the homemakers from the smallest sized families (one or two members) were classified as light users of white bread, more of the homemakers from the three- or four-member families were medium users, and more of the homemakers from families with five or more members were heavy users. Homemakers from the lower income group were almost equally divided between the light (39 percent) and medium (40 percent) user classification, and more of the middle and upper income groups fell into the medium user classification. More homemakers between ages 35 and 49 were classified as heavy users of white bread than were the younger or older homemakers. (Summary of questions 4, 5, 6, and 7 in the wheat section)

Homemakers said that in an average week they usually served white bread most frequently at breakfast (88 percent), followed by lunch at home (69 percent) and dinner (68 percent), packed lunches (43 percent), and between-meal snacks (37 percent). About 3 in 10 homemakers who used white bread for breakfast, packed lunches, or dinner said 50 percent or more of the white bread used in an average week was used for each of these meals. (Summary of questions 8 and 10; Summary of questions 9 and 11)

Questioned about the type of wheat bread bought most, the majority of the homemakers (89 percent) answered white bread. Although a majority of the respondents from each of the regions (Northeast, North Central, South, and West)

indicated that white bread was the type bought most, a smaller percentage of homemakers from the Western region (75 percent vs. 90-94 percent) said white bread. (Question 14)

More than 8 in 10 homemakers (83 percent) said they knew the price they paid for the bread they bought most often. (Tabulation not shown) In comparing the number of times they served bread at the time of the interview and 2 years before, more than 7 in 10 homemakers (72 percent) said they were serving it with about the same frequency. About equal proportions were currently serving it more frequently (13 percent) and less frequently (14 percent). (Question 29)

When comparing the amount of bread used currently and 2 years previously, 6 in 10 homemakers said their families ate about the same amount, more than 2 in 10 (22 percent) said they were currently using more bread, and 17 percent said less. (Question 33)

The reasons given most often by homemakers for both more frequent serving and using more bread were: Children are older and eat more, make more sandwiches, and family is larger.

The leading reasons for using less bread or serving it less frequently included dieting or weight watching and a decrease in the size of the family. (Question 30 and Question 34)

Qualities Important in Selecting White Bread

Homemakers were asked to choose from a list of qualities those they felt were important to them in selecting a loaf of white bread. Freshness was chosen most often (79 percent), followed by softness (62 percent) and flavor (61 percent).

A large size loaf was indicated as important by 6 in 10 heavier users of white bread and by approximately the same proportion of respondents with five or more persons in their families. Price also was an important factor to larger families and to those classified as medium and heavy bread users. (Question 95)

Opinions on Selected Characteristics of White Bread

All homemakers were given a card listing specific qualities used to describe white bread. A seven-point scale was used to indicate their opinions. Negative and positive qualities were not always indicated by the same numbers to avoid positional bias. For example, "low in food value" was 1 and "high in food value" was 7; whereas, "inexpensive per serving" was 1 and "expensive per serving" was 7 on the scale. The respondents were to report their opinion about white bread by indicating the number that was closest to how they felt. About 6 in 10 thought white bread was high in food value, rating it 6 or 7 on the scale. Although about 6 in 10 homemakers thought bread was fattening, about 7 in 10 felt it was a necessary food. Opinions were more divided, though generally favorable, on whether the cost per serving was expensive or inexpensive and whether white bread was a dull or exciting food. Only about 1 in 10 considered bread expensive per serving (rating it 6 or 7) or a dull

The following table presents the average numerical
lities;

<u>1 on the scale</u>	<u>7 on the scale</u>	<u>Average rating</u> <u>Number</u>
Low in food value	High in food value	5.8
Unnecessary food	Necessary food	5.8
Not fattening	Fattening	5.6
Dull food	Exciting food	4.5
Inexpensive per serving	Expensive per serving	3.1

Homemakers were asked why they rated white bread as they did on the not fattening (1 on the scale) to fattening (7 on the scale) qualities. More than 6 in 10 homemakers (62 percent) felt that white bread was fattening, rating it 6 or 7 on the scale--mainly because it contains starch or carbohydrates.

The relatively few homemakers (7 percent) who considered white bread not fattening (rating it 1 or 2) gave reasons such as: Bread is not fattening to them or their families, bread by itself is not fattening, and it is not fattening if used in moderation. (Question 96 and Question 97)

Frozen Bread Dough

Only one-third of the homemakers had ever used frozen bread dough. (Tabulation not shown) In general, reported use was infrequent--fewer than 3 in 10 homemakers who had ever used frozen bread dough had used it as frequently as once a month or more. (Question 48) Apparently, infrequent use was not due to any difficulty in finding frozen bread dough--about 9 in 10 homemakers who had ever used it reported there was no problem in finding it when wanted. (Tabulation not shown)

Homemakers who had ever used this product were asked to indicate what they liked and disliked about it. Specific complaints were mostly about poor baking results (45 percent): Crust is hard, breaks, peels off; fell after coming out of oven, and didn't rise properly like other breads. Other complaints included: Just don't like it (33 percent); forgot to take it out of freezer in time to be ready for dinner; and baking directions unreliable, takes much longer than stated.

About 6 in 10 homemakers who had ever used frozen bread dough stated they liked it because of the bread's taste or flavor--more specifically, the homemade taste, or the fresh flavor. Ease of preparation was also mentioned by about 3 in 10. (Questions 49 and 50)

Asked to make a choice, more than 6 in 10 homemakers (62 percent) who had ever used frozen bread dough said they preferred readymade bread. When asked why, 7 in 10 answered because of convenience: Ready to serve, faster, easier to use. For the one-third who preferred frozen bread dough, taste or flavor of the bread was mentioned most frequently. (Question 51 and Question 52)

About 3 in 10 homemakers (31 percent) who reported never using frozen bread dough said they had never heard of it. (Question 54)

Homemakers who had not used frozen bread dough but had heard of it gave reasons for nonuse such as: Prefer to make own bread products, lack of interest and easier to buy readymade bread. (Question 55)

Knowledge of Enriched Bread

Homemakers were asked to explain the meaning of "enriched" when it is printed on the wrapper of a loaf of bread. In general, homemakers were aware that something was added to the flour, but their knowledge of the nutrients used for enrichment of bread was extremely vague. (Question 93)

Rolls, Biscuits, Muffins

Serving Patterns

Half the homemakers reported serving purchased wheat rolls, biscuits, or muffins during the 7 days preceding the interview. About 8 in 10 homemakers said they had used these products during the previous year. (Questions 17 and 19) "Make my own," the most frequent reason mentioned, was given by about 2 in 10 homemakers who had not served them in the previous week. However, about 1 in 10 gave as their reason: Just didn't buy any this past week. (Question 18)

Among homemakers who had served purchased rolls, biscuits, or muffins in the preceding year, the largest number (about 3 in 10) said they served seven to 12 rolls in an average week, and about 2 in 10 said less than seven. However, about 3 in 10 homemakers from the South, about 2 in 10 from rural areas, and the same percentage from larger families said they served more than 30 rolls in an average week. (Summary of questions 20, 21, and 22)

Homemakers who had served rolls, biscuits, or muffins in the prior year were asked at which meals and occasions they usually served them in an average week. Dinner was indicated most frequently (76 percent); a much smaller proportion said breakfast (32 percent), lunch at home (20 percent), for between-meal snacks (6 percent), or packed lunches (3 percent). (Summary of questions 23 and 25)

Among homemakers who used rolls, biscuits, or muffins for dinner, about 6 in 10 (63 percent) reported serving them only for dinner. Fewer homemakers reported use of these products only for breakfast (30 percent), lunch at home (28 percent), or between-meal snacks (9 percent). (Summary of questions 24 and 26)

Around 6 in 10 homemakers (62 percent) said they served rolls, biscuits, or muffins about as often as they had 2 years earlier. But a larger proportion of homemakers reported serving them less often (17 percent) than reported more often (12 percent) at the time of interview. (Question 27)

The same relationship held for the amount of rolls, biscuits, or muffins used--63 percent served about the same amount, 18 percent a smaller amount, and 15 percent a larger amount. (Question 31)

Most frequent reason homemakers gave for serving these products more increased amounts was that their children were older. The most mentioned deterrents to use of these products were: Weight consci

ness, dieting, and a decrease in family size. (Question 28 and Question 32)

Serving Potatoes or Rice With Bread Products

The majority of homemakers said they serve both potatoes and bread, rolls biscuits, or muffins (69 percent); or both rice and these bread products (62 percent) at the same meal. Proportionately more homemakers from the Southern region, from rural communities, in lower income groups, with larger families, or with only a grammar school education said they served bread and potatoes or bread and rice at the same meal. (Question 35 and Question 37)

Half the homemakers who do not serve both bread and rice or bread and potatoes at the same meal said: Too much starch if both are served. Almost 4 in 10 (37 percent) who do not serve both rice and bread at the same meal said it is too filling. (Question 36 and Question 38)

Macaroni Products

Serving Patterns

About 4 in 10 homemakers said they had served spaghetti (43 percent) and macaroni (38 percent) within the 7 days preceding the interview; fewer homemakers (24 percent) said egg noodles. About 4 in 10 additional homemakers had served each of these products within the preceding year: macaroni--43 percent, spaghetti--42 percent, and egg noodles--37 percent. (Summary of questions 39 and 43)

Among homemakers who had used any of these products in the week before the interview, about 6 in 10 said they used the particular product once a week, on the average: macaroni--62 percent, spaghetti--61 percent, and egg noodles--58 percent. (Summary of questions 40, 41, and 42)

In the preceding year, all three of these products--particularly spaghetti--had been served more as a main dish than as a side dish:

	<u>Spaghetti</u>	<u>Macaroni</u>	<u>Egg noodles</u>
Served as:	----- <u>Percent</u> -----		
Main dish	86	59	54
Side dish	13	39	44
Both	1	2	2

(Question 44)

Opinions of Selected Characteristics

Homemakers rated macaroni products on selected characteristics, using a seven-point scale. Although almost 7 in 10 thought these products were fattening, rating them 6 or 7 on the scale, about 6 in 10 thought they were inexpensive per serving, rating them 1 or 2. More than half the homemakers considered all macaroni products to be about the same color, and about 3 in 10 felt they were high in food value, an exciting food, or a necessary food (rating them

6 or 7). The following table presents the average numerical ratings for these qualities:

<u>1 on the scale</u>	<u>7 on the scale</u>	<u>Average rating</u> <u>Number</u>
Not fattening	Fattening	5.8
Macaroni products vary greatly in color	Macaroni products are all about the same color	5.3
Low in food value	High in food value	4.8
Dull food	Exciting food	4.5
Unnecessary food	Necessary food	4.2
Inexpensive per serving	Expensive per serving	2.4

(Question 46)

Parboiled Wheat

Only 7 percent of the homemakers interviewed were familiar with parboiled wheat and only 2 percent had ever used it. More homemakers from the Western region and proportionately more who reported some college education knew about parboiled wheat. (Tabulations not shown)

Use of Flour for Baking

Eight in 10 homemakers reported using some kind of flour for baking during the preceding year. About three-quarters (73 percent) of the homemakers said they had used plain or cake flour for baking when asked specifically about use of these products. Only one-quarter had used self-rising flour.

Among the homemakers who had used some flour for baking in the prior year, about 1 in 10 said they had not used any plain or cake flour for this purpose--primarily because they used self-rising flour. About 7 in 10 had not used self-rising flour for baking. Their reasons for nonuse were varied, but unfamiliarity with self-rising flour and habit were mentioned most frequently.

About two-thirds of the homemakers who had used either of these flours for baking in the past year reported using it no more than once a week. About 2 in 10 said they used it three times or more per average week, and most of the others said two times. (Questions 63 through 73)

Use of Pancakes and Waffles

Homemakers were asked if they ever served pancakes. Frozen pancakes were not included. More than 8 in 10 reported serving pancakes. Of these homemakers, more than 4 in 10 served them once a week or more. Among homemakers who did not serve them, around 4 in 10 said they don't like them; almost all the rest said they are too much trouble to make.

Homemakers were asked also if they ever served waffles--the frozen kind as well as those they make themselves. Almost half the homemakers (45 percent) said they served waffles. Of these homemakers, only 2 in 10 served them once a week or more. Among homemakers who never served waffles, half (49 percent) said they don't have a waffle iron; and almost one-fourth said they don't care for waffles. (Questions 74 through 79)

Use of Selected Prepared Mixes

Homemakers were questioned about their use and frequency of use of specific prepared mixes. Cake mix had been used by more homemakers than the other mixes; however, those who used pancake and waffle mix reported using it more frequently:

<u>Specific prepared mixes</u>	<u>Used in past year</u>	<u>Used in past month</u>	<u>Used 3 or more times in an average month</u>
	<u>-----Percent 1/-----</u>		
Cake	72	53	32
Pancake and waffle	63	49	48
Biscuit	40	24	31
Piecrust	21	12	20

1/ The percentages for use in the past year and past month are based on all the homemakers, whereas the percentages for used 3 or more times in an average month are based on the number who reported using each kind of mix. (Questions 80 through 85)

Cakes, Cookies, Pastries, Pies

Use in Any Form Other Than a Mix

Homemakers were asked also about their use and frequency of use of cakes, cookies, pastries, and pies in any form other than from a prepared mix. Cookies were used by more homemakers and were also served more frequently by users than these other products, as shown below:

<u>Products used in any form other than a mix</u>	<u>Used in past year</u>	<u>Used in past month</u>	<u>Used 3 or more times in an average month</u>
	<u>-----Percent 1/-----</u>		
Cookies	87	77	69
Cakes	79	60	47
Pies	75	57	42
Pastries	57	44	47

1/ The percentages for use in the past year and past month are based on all the homemakers, whereas the percentages for used 3 or more times in an average month are based on the number who reported using each product.

(Questions 86 through 91)

A comparison of the use and frequency of use of prepared cake mix and cakes in any form other than from a mix indicated that the prepared cake mix was used by fewer homemakers and used less frequently in an average month. (Questions 80 through 91)

Percentage Bought, Made From Own Batter, or Made From Mixes

Homemakers who had served cakes, cookies, pastries, or pies in any form other than made from a prepared mix in the preceding month were asked what percentage of these were bought, made from their own batter, or made from mixes. More homemakers made pies "from scratch" than purchased them, and very few made them from a mix. A greater proportion of the pastries and cookies were purchased than were made from homemakers' own batter--very few were made from mixes. However, in the case of cakes, all three sources were reported frequently. (Question 92)

APPENDIX

SAMPLE DESIGN AND SAMPLING METHOD

The 3,137 persons interviewed in this survey were a representative sample of homemakers living in private households in the conterminous United States.

The sample was a self-weighting probability sample of dwelling units. The sampling design involved replicated sampling as described by Deming.^{1/} It contained 452 area sampling units in 207 counties throughout the United States and yielded an average of 9.2 dwelling units per sampling unit. Thus, 4,150 dwelling units were designated as part of the survey sample. Of this number, 280 were vacant and 87 had no homemaker, as defined for the purpose of this study. The remaining 3,783 comprised the eligible group of sample households. At least four attempts in urban areas and three in rural areas were made to complete interviews with homemakers who were not at home or were otherwise unavailable on the first visit to the household. Interviews were completed with 80 percent of the respondents in metropolitan areas having a population of more than 1 million; 83 percent in metropolitan areas having less than 1 million population and nonmetropolitan urban areas; and 87 percent in nonmetropolitan rural areas--making a total completion rate of 83 percent.

For each sampling unit, the interviewer was provided with a detailed map and instructions for listing the households included. Systematic random procedures were used to designate every "nth" household as that in which an interview was to be taken. No deviation from the specified procedures was permitted.

SAMPLING TOLERANCES

The extent to which sample results may differ from true figures for the population is related to a number of factors. Chief among these are the size of the sample and size of the reported survey percentages. The size of sampling fluctuations is also affected by the way in which primary sampling units are defined and selected and how widely scattered the sample is. The possible magnitudes of these chance sampling fluctuations are estimated on an approximate basis in the following table;

^{1/}Deming, W. Edward, Sample Design in Business Research (New York: John Wiley & Sons, Inc., 1960).

Table of tolerances 1/

For percentages around -----	Total sample	Size of subgroup sample			
	<u>3,137</u>	<u>2,000</u>	<u>1,000</u>	<u>600</u>	<u>100</u>
	-----Percent-----				
50	2	3	4	5	12
40 or 60	2	3	4	5	12
30 or 70	2	3	4	5	11
20 or 80	2	2	3	4	10
10 or 90	1	2	2	3	7

1/ Two standard errors: 95-percent confidence limits.

The chances are approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained had the same procedures been used to interview all homemakers in the population.

For example, 36 percent of all homemakers in our study said they had served instant rice in the preceding year. The chances are 95 in 100 that the error due to sampling fluctuations is not more than 2 percentage points.

TABLES FOR POTATO SECTION

Question 1: "How many times have you served white potatoes in any form, either fresh or processed, in the past month?" Asked of all homemakers.

	United States total	Percent
Number of times white potatoes served in past month:		
1 to 3	7	
4 to 7	11	
8 to 11	12	
12 to 15	17	
16 to 19	8	
20 to 24	11	
25 to 29	10	
30 & over	20	
None served	4	
Number of cases		
	2,111	

Summary of question 2: Type of white potatoes served in the past month: Both fresh and processed (excluding potato chips); fresh only; processed only. Data reported only for homemakers who said they served white potatoes in any form in the past month.

	Cases Number	Served both fresh and processed potatoes	Served fresh potatoes only	Served processed potatoes only	
U. S. Total	2036	32	67	1	
Number of times white potatoes were served in any form in past month:					
1-3	157	8	83	9	
4-7	237	21	76	3	
8-11	258	27	72	1	
12-15	346	33	67	*	
16-19	162	34	66	-	
20-24	232	45	55	*	
25-29	209	35	65	*	
30 & over	435	37	63	*	

Summary of questions 4a, 6, 6a, 7, 8, 9: Number of times fresh white potatoes were served in an average week. Asked of all homemakers.

Cases Number	Not served in past year	Number of times served in an average week				Total
		Light users	Medium users	Heavy users		
		2 or less	3 - 5	6 or more		
-----Percent-----						
U. S. TOTAL	1	35	39	25	100	
Region:						
Northeast	1	31	42	26	100	
North Central	1	27	39	33	100	
South	2	45	37	16	100	
West	2	36	35	27	100	
Community size:						
Metropolitan	2	38	40	20	100	
Urban	1	36	37	26	100	
Rural	-	28	40	32	100	
Employment status:						
Employed	2	41	37	20	100	
Not employed	1	32	40	27	100	
Income:						
Lower	2	44	30	24	100	
Middle	1	29	41	29	100	
Upper	1	33	44	22	100	
Family size:						
1 or 2	3	49	30	18	100	
3 or 4	1	28	42	29	100	
5 or more	*	20	50	30	100	
Age:						
Under 35 years	1	28	45	26	100	
35 - 49 years	1	30	43	26	100	
50 years and over	2	44	31	23	100	
Education:						
Grammar school	2	41	32	25	100	
High school	*	31	41	28	100	
College	2	41	41	16	100	
Usage level:						
Low	-	100	-	-	100	
Medium	-	-	100	-	100	
High	-	-	-	100	100	
*Less than 1 percent						

Question 10: "Why is it that you do not serve fresh white potatoes more often?" Asked only of women who serve fresh white potatoes one time or less in an average week.

Number of cases:	382	United States
		Percent
Weight conscious; potatoes are fattening; limit starches		2
Don't like potatoes that much; get tired of them		2
Serve other foods instead		7
Serve rice	11	
Serve bread	4	
Serve vegetables	4	
Serve spaghetti; macaroni	2	
Other foods	5	
Don't cook that much anymore		
Too much trouble to fix		
Prefer instant/frozen potatoes because they are quicker and easier to prepare		
Health reasons (other than dieting)		
Takes too long to prepare; don't have time		
Not economical; doesn't pay to buy them		
Miscellaneous		
Not ascertained		

Question 11: "Please tell me why you serve fresh white potatoes?" Asked of all homemakers who served fresh white potatoes in the past year.¹

	United States total
	Percent
Family likes them	49
Nutritious food	23
High in food value	14
Contains starch	6
Contains vitamins	3
All other food elements	3
Don't like/don't buy/processed/instant/frozen potatoes	19
Fresh have better flavor	9
Family doesn't like the packaged	5
I don't like the packaged	4
Fresh are cheaper	3
All other reasons	4
Potatoes round out a meal; a staple	18
Like the taste of fresh white potatoes	15
Filling and satisfying food	11
Serve out of habit; used to using them	10
Can fix them in many ways	9
Go with almost anything; good side dish with any meat	8
An economical food	7
Easy to fix; convenient	5
Serve for variety	5
Serve because we grow them	2
Miscellaneous	6
Not ascertained	1
Number of cases	2,073

¹ Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Question 12: "Now, thinking about how often you serve fresh white potatoes -- that is, number of times, not the amount -- are you serving them more often, less often or about as often as you did two years ago?" Asked of all homemakers who served fresh white potatoes in the past year.

	<u>Cases Number</u>	<u>Now serving fresh white potatoes--</u>			<u>Total</u>
		<u>More often</u>	<u>Less often</u>	<u>About as often</u>	
		-----	-----	-----	-----
U. S. TOTAL	2,073	10	19	71	100
Region:					
Northeast	583	11	15	74	100
North Central	551	9	21	70	100
South	597	12	18	70	100
West	342	8	24	68	100
Community size:					
Metropolitan	697	9	19	72	100
Urban	859	11	20	69	100
Rural	517	12	16	72	100
Employment status:					
Employed	663	9	21	70	100
Not employed	1,406	11	17	72	100
Income:					
Lower	603	9	22	69	100
Middle	613	13	15	72	100
Upper	793	9	19	72	100
Family size:					
1 or 2	812	6	26	68	100
3 or 4	713	12	17	71	100
5 or more	547	15	11	74	100
Age:					
Under 35 years	596	23	14	63	100
35 - 49 years	663	7	16	77	100
50 years and over	807	4	25	71	100
Education:					
Grammar school	515	8	18	74	100
High school	1,119	12	16	72	100
College	428	10	24	66	100
Usage level:					
Low	719	7	35	58	100
Medium	874	13	13	74	100
High	535				

Question 13: "Why is it that you are serving fresh white potatoes (MORE OFTEN) (LESS OFTEN) than you did 2 years ago?" Asked only of homemakers who now serve fresh white potatoes (MORE OFTEN) (LESS OFTEN) than 2 years ago. 1

		United States		United States	
		total	Percent	total	Percent
Serve more often because:					
Family larger and/or older; more members eat potatoes now		49		Household smaller; don't want to prepare for few people	29
Cook more now; have more time to fix food		26		On a diet; they are too fattening; too many calories	29
Change in eating habits; eat more; acquired taste for them		22		Use other foods for variety; family likes a change	12
Have learned more ways to prepare them		4		Health reasons; restricted diet	9
Food prices higher but potatoes still inexpensive		3		Use more prepared/instant/frozen potatoes now	8
Health reasons		3		Don't eat as much	2
Miscellaneous		7		Don't have as much time to cook	7
		1		More expensive now	6
				Got tired of them	5
		216		Eat out more often	2
				Miscellaneous	9
				Not ascertained	1
				Number of cases	385

some respondents gave more than one reply.

"How many pounds of fresh white potatoes do you usually buy at one time?" Asked of all homemakers who served fresh white potatoes in the past year.

	Number of pounds usually bought at one time										Grow own	Not as- certained	Total
	Percent												
	1 - 4	5	6 - 10	11 - 40	41 or more								
Cases Number	1 - 4	5	6 - 10	11 - 40	41 or more						Grow own	Not as- certained	Total
2,073	9	26	45	11	5						3	1	100
U. S. TOTAL													
Region:													
Northeast	6	35	36	13	7						2	1	100
North Central	4	21	46	16	7						4	2	100
South	12	29	46	7	2						3	1	100
West	13	16	54	8	5						2	2	100
Community size:													
Metropolitan	13	33	40	8	4						*	2	100
Urban	8	26	46	13	4						2	1	100
Rural	4	17	48	14	8						9	*	100
Employment status:													
Employed	9	29	42	11	5						2	2	100
Not employed	8	25	46	11	6						3	1	100
Income:													
Lower	12	29	40	8	4						5	2	100
Middle	5	22	48	15	6						3	1	100
Upper	8	27	46	11	5						2	1	100
Family size:													
1 or 2	17	34	37	5	2						3	2	100
3 or 4	4	27	48	12	4						4	1	100
5 or more	2	13	52	21	10						1	1	100
Age:													
Under 35 years	7	22	49	13	6						2	1	100
35-49 years	4	21	50	15	7						2	1	100
50 years and over	13	33	37	7	4						4	2	100
Education:													
Grammar school	9	29	40	12	4						4	2	100
High school	7	25	47	12	6						3	*	100
College	12	27	45	8	5						1	2	100
Usage level:													
Low	19	40	32	4	1						3	2	100
Medium	4	22	56	12	4						2	*	100
High	1	13	44	22	13						6	1	100

* Less than 1 percent.

	Cases Number	New potatoes		Baking potatoes		Old potatoes	
		Bought in past year	Bought in past month	Bought in past year	Bought in past month	Bought in past year	Bought in past month
U. S. TOTAL	3,137	63	19	57	36	78	31
Region:							
Northeast	890	72	23	54	32	80	31
North Central	832	65	19	63	40	74	32
South	887	52	16	53	35	81	31
West	528	64	19	57	38	74	31
Community size:							
Metropolitan	1,076	62	20	64	44	77	31
Urban	1,298	66	21	59	36	77	31
Rural	763	58	15	42	26	80	33
Employment status:							
Employed	1,014	62	18	58	36	78	33
Not employed	2,114	64	20	56	36	77	31
Income:							
Lower	892	49	14	39	22	79	29
Middle	934	68	21	57	33	81	34
Upper	1,204	70	21	70	49	75	31
Family size:							
1 or 2	1,214	56	17	56	36	71	29
3 or 4	1,067	66	20	58	39	79	32
5 or more	827	69	22	55	33	87	34
Age:							
Under 35 years	880	62	22	57	34	79	31
35 - 49 years	1,019	69	20	60	41	82	35
50 years and over	1,227	58	16	54	34	73	29
Education:							
Grammar school	760	51	15	38	22	80	31
High school	1,693	67	21	58	36	80	32
College	668	67	19	75	53	69	31
Usage level:							
Low	1,092	55	16	56	35	72	30
Medium	1,214	69	21	61	41	83	34
High	782	69	21	53	33	82	30

ion 21: "Of the kinds you bought in the past year --- that is, the (OLD, NEW, BAKING POTATOES) -- which kind do you like best?" Asked of all homemakers who bought fresh white potatoes in the past year.¹

	Cases Number	Kind of potato liked best --				Total
		Old	New	Baking Percent	No preference	
U. S. TOTAL	2,013	140	25	31	4	100
Region:						
Northeast	569	34	35	26	5	100
North Central	530	33	28	37	2	100
South	580	53	15	29	3	100
West	334	36	23	36	5	100
Community size:						
Metropolitan	696	41	20	35	4	100
Urban	846	35	29	33	3	100
Rural	471	47	27	23	3	100
Employment status:						
Employed	646	42	23	31	4	100
Not employed	1,363	38	27	32	3	100
Income:						
Lower	575	56	21	21	2	100
Middle	597	10	28	28	4	100
Upper	781	28	27	41	4	100
Family size:						
1 or 2	784	38	23	35	4	100
3 or 4	687	37	26	33	4	100
5 or more	541	45	28	24	3	100
Age:						
Under 35 years	584	38	30	29	3	100
35 - 49 years	549	38	25	34	3	100
50 years and over	773	42	23	31	4	100
Education:						
Grammar school	493	56	23	19	2	100
High school	1,088	39	27	30	4	100
College	422	20	24	51	5	100
Usage level:						
Low	708	38	22	36	4	100
Medium	798	40	26	31	3	100
High	502	41	30	25	4	100

¹Homemakers who bought only one kind of potatoes were presumed to like that kind best.

Question 23: "Why do you like old potatoes best?" Asked only of homemakers who like old potatoes best.¹

	United States total <u>Percent</u>
More versatile; can be cooked in many ways	30
Cheaper; least expensive type	28
Physical properties after cooking	26
Cook better	12
Drier; not as moist	5
Fluffier; softer	4
More moist; not dried out or flaky	3
Smoother; no lumps	3
Firmer	3
More mealy	2
Other physical properties	4
Has more flavor/taste	24
Ways of preparing that are better with old potatoes	22
Mashed	11
Fried	7
Baked	5
Creamed, scalloped	3
Boiled	2
Other ways	3
Always available	10
Qualities preferred in preparation	9
Easier to peel	3
Easier to prepare	3
Easier/quicker to cook	3
Other qualities	1
Habit; used to them	8
Keep well; stay fresh longer	5
Just serve our purposes	3
Just so much better; like them better	2
Miscellaneous	6
Not ascertained	3
Number of cases	<u><u>793</u></u>

Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Continued--

Question 23: "Why do you like new potatoes best?" Asked only of homemakers who like new potatoes best.¹--Continued

	<u>United States total</u> <u>Percent</u>
Physical properties after cooking	46
Firmer; keep shape	22
Cook better	12
Softer; smoother	7
Whiter; no dark spots when cooked	6
Skins more tender; not thick	6
Juicier	4
Not watery	4
More mealy	2
Other physical properties	3
Has better flavor/taste	45
Qualities preferred in preparation	32
Less waste	10
Easier to peel; to clean	9
No eyes to cut out	9
Cleaner potato	4
Cooks quicker	4
Can cook with skin on	3
Other qualities	1
Ways of preparing that are better with new potatoes	17
Boiled	5
Mashed	5
Baked	4
Potato salad	2
Other ways	5
A fresher potato	17
Keep longer	7
Can prepare many ways; good all-around (versatile)	5
Price; better value for money	4
Available/easy to find	2
Smaller potato	2
Miscellaneous	6
Not ascertained	2
Number of cases:	510

¹Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Continued--

Question 23: "Why do you like baking potatoes best?" Asked of all homemakers who like baking potatoes best.¹--Continued

	United States total Percent
Physical properties after cooking	49
Softer, smoother texture	13
More mealy	12
Not as watery; drier	10
Cooks better	10
Always firm	9
Nicer skin to eat	6
Never has bad spots	6
Other physical properties	6
Tastier potato; like taste better	35
Qualities preferred in preparation	22
Cooks easier	12
Easily peeled	4
Cooks quickly	4
Cleaner	2
Other qualities	3
Just like baked potatoes	21
Versatile; all purpose potato	16
Ways of preparing that are better with baking potatoes	15
Mashed	7
Fried	5
Boiled	4
Other ways	3
Better quality	9
More nourishing	8
Like the size; good size	6
A bigger potato; more potato to it	5
Less fattening	4
Keeps better; don't spoil or sprout as fast	3
Like the shape	2
Miscellaneous	10
Not ascertained	3
Number of cases	630

¹Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Questions 26 and 27: "In what ways have you served fresh white potatoes in the past year? Any other ways?
In what ways have you served fresh white potatoes in the past month? Any other ways?" Asked of all
homemakers who served fresh white potatoes in the past year.¹

	United States total	
	Served in past year	Served in past month
	Percent	Percent
Mashed potatoes	92	80
Baked potatoes	82	61
Boiled potatoes	79	63
Potato salad	74	31
French fried	62	45
Home fried	60	42
Roasted	39	23
Scalloped	16	8
Soup	7	5
Creamed, Delmonico	3	2
Stew	3	2
Au gratin	2	1
Potato pancakes	2	1
Other ways	4	2
Number of cases	2,073	2,073

or completely prepared. Which of these have you bought in the past year? Which have you bought in the past month?" Asked of all homemakers.

	Bought in past year	Percent	Bought in past month
<u>Processed white potato products</u>			
Frozen french fried	46		30
Instant mashed	33		17
Potato sticks in can	15		7
Frozen hash brown potatoes	11		6
Canned	10		3
Dehydrated scalloped potatoes	9		3
Frozen cream of potato soup - can	8		4
Dehydrated au gratin potatoes	8		2
Dehydrated potato soup in package	4		2
Dehydrated potato pancakes	3		1
Frozen stuffed potatoes - topped with cheese	3		1
Frozen shredded potato patties	3		1
Frozen potatoes au gratin	2		1
Other processed white potato products	3		2
None	37		55
Number of cases --	2,111		2,111

¹ Percentages add to more than 100 because some respondents gave more than one reply.

the (TYPE OF PROCESSED WHITE POTATO PRODUCTS) you bought in the past year
 1 cost per serving than if you prepared it yourself?" Asked of homemakers
 type of processed white potato products.

	<u>Cases Number</u>	<u>Cost per serving</u>			Don't know	Total
		<u>Higher</u>	<u>Lower</u>	<u>Same</u> <u>Percent</u>		
Insta	982	54	20	17	9	100
Potato sticks in sauce	700	58	13	15	14	100
Frozen hash brown potatoes	310	36	30	15	19	100
Canned	224	63	16	15	6	100
Dehydrated scalloped potatoes	221	55	15	14	16	100
Frozen cream of potato soup - can	190	66	15	12	7	100
Dehydrated au gratin potatoes	175	58	17	13	12	100
Dehydrated potato soup in package	167	63	14	10	13	100
Dehydrated potato pancakes	95	45	26	14	15	100
Frozen stuffed potatoes - topped with cheese	57	59	16	11	14	100
Frozen shredded potato patties	58	79	5	7	9	100
Frozen potatoes au gratin	54	63	15	15	7	100
Other processed white potato products	39	77	15	5	3	100
	68	63	21	6	10	100

Summary of questions 36 and 37: "If you had planned to serve potatoes and discovered that you had run

Summary of questions at end of report. For the purpose of this report, the following questions were asked: What else do you think you could serve out of them, what would you do? What else do you think you could serve in place of potatoes?¹ Asked of all homemakers who ever served fresh white potatoes.¹

	United States total	Percent
Would substitute another food		96
Wheat products	70	
Rice	66	
Vegetable	33	
Some other starch	17	
Would get potatoes		25
Would serve potatoes in another form		7
Miscellaneous		2
Not ascertained		1
Number of cases	2,100	

¹ Percentages add to more than 100 (or group total shown) because some respondents gave more than one reply.

Question 38: "When you serve potatoes at a meal, do you usually serve bread or rolls or other bread products?" Asked of all homemakers who ever served fresh or prepared white potatoes.

	Cases Number	Do serve bread or rolls with potatoes	Do not serve bread or rolls with potatoes	Total
U. S. TOTAL	2,100	73	27	100
Region:				
Northeast	588	61	39	100
North Central	559	75	25	100
South	607	88	12	100
West	346	61	39	100
Community size:				
Metropolitan	708	63	37	100
Urban	868	73	27	100
Rural	524	84	16	100
Employment status:				
Employed	675	76	24	100
Not employed	1,421	71	29	100
Income:				
Lower	617	81	19	100
Middle	618	78	22	100
Upper	801	63	37	100
Family size:				
1 or 2	833	69	31	100
3 or 4	717	74	26	100
5 or more	549	76	24	100
Age:				
Under 35 years	600	76	24	100
35 - 49 years	667	71	29	100
50 years and over	826	71	29	100
Education:				
Grammar school	528	80	20	100
High school	1,123	75	25	100
College	438	58	42	100
Usage level:				
Low	719	67	33	100
Medium	814	73	27	100
High	567	73	27	100

Question 39: "Why is it that you usually do not serve bread or rolls when you serve potatoes?"
 Asked only of homemakers who do not serve bread or rolls with potatoes.¹

	United States total	Percent
Too much starch if both are served	49	
Family doesn't care for bread with heavy meals	21	
Bread is not needed	21	
Health reasons	17	
On a diet	14	
Serving both does not make a balanced meal	3	
All other health reasons	1	
Serve bread/rolls and potatoes only for guests	7	
Don't serve bread with a cooked meal	4	
Miscellaneous	6	
Not ascertained	8	
Number of cases	573	

¹ Percentages add to more than 100 (or group total shown) because some respondents gave more than one reply.

served potato chips in the past month and the ways in which they
 mem. Asked of all homemakers.

<u>Cases Number</u>	<u>Served potato chips in past month</u>	<u>Ways of serving potato chips --</u>		
		<u>As a snack</u>	<u>With dips</u>	<u>With meals</u>
		<u>Percent</u>		
2,111	67	59	28	32
592	66	62	26	22
560	69	60	31	38
610	65	59	24	32
349	71	56	32	41
714	68	61	30	29
873	68	60	30	33
524	66	56	22	36
679	70	62	32	33
1,428	66	58	26	32
622	50	44	11	22
621	72	66	27	34
804	77	67	41	40
842	50	41	18	21
718	77	69	34	37
550	81	76	35	43
601	82	75	35	43
669	77	68	37	36
834	50	41	15	21
442	59	52	14	25
1,125	74	66	31	36
533	61	51	33	31

unemployed

Not employed

Income:

Lower

Middle

Upper

Family size:

1 or 2

3 or 4

5 or more

Age:

Under 35 years

35 - 49 years

50 years and over

Education:

Grammar school

High school

College

	<u>Cases Number</u>	<u>Ways served most frequently</u>	
		<u>As a snack</u>	<u>With dips meals</u>
U. S. TOTAL	1,423	69	11
<u>Region:</u>			
Northeast	393	82	9
North Central	385	64	13
South	396	72	9
West	249	53	15
<u>Community size:</u>			
Metropolitan	486	72	11
Urban	593	69	13
Rural	344	67	7
<u>Employment status:</u>			
Employed	475	69	12
Not employed	947	69	11
<u>Income:</u>			
Lower	312	74	5
Middle	450	74	10
Upper	622	64	15
<u>Family size:</u>			
1 or 2	425	63	14
3 or 4	550	73	12
5 or more	448	72	7
<u>Age:</u>			
Under 35 years	492	71	10
35 - 49 years	513	70	12
50 years and over	413	66	11
<u>Education:</u>			
Grammar school	260	73	6
High school	829	72	10
College	326	59	18

¹ Homemakers who served only one way were recorded as serving that way most frequently.

Question 43: "When you are buying potato chips, how important is the color of the potato chips to you -- is it very important, somewhat important, not at all important?" Asked of all homemakers who served potato chips in past month.

United States total

Percent

Very important 19
Somewhat important 23
Not at all important 50
Not ascertained 8

Number of cases

1,423

Question 44: "Why do you say that?" Asked only of homemakers who said color of potato chips is very important or somewhat important.

United States total

Very important	Somewhat important
Percent	Percent

Dislike dark or brown potato chips	48	41	48
Taste overcooked; burnt	4	2	
Dislike dark rings around edges	3	1	
Very greasy	5	5	
All other dislikes of dark or brown potato chips			26
Prefer light or lighter potato chips	38	16	
Like light ones	23	6	
Taste better	11	4	
Crisper	4	2	
Taste fresh	3	1	
Look better	2	3	
All other preferences of light or lighter potato chips	3		16
Prefer dark or brown potato chips	13	3	
Taste better if brown	8	6	
Crisper	6	11	
All other preferences for dark or brown potato chips	4		9
Prefer potato chips in between, neither light nor dark	6		1
Greenish have bad flavor	3		4
Buy by brand name	2		8
Miscellaneous	8		3
Not ascertained	1		

Number of cases

275

327

...data more than one reply.

Question 45: "Here is a card listing qualities that might be used to describe fresh white potatoes. . . Please tell me the number that comes closest to how you feel." Asked of all homemakers.

Range of qualities	Number selected										Not ascertained	Average rating
	1	2	3	4	5	6	7					
	-----Percent-----											<u>Number</u>
"Not good tasting" to "Good tasting"	*	1	1	5	10	22	60				1	6.3
"Low in food value" to "High in food value"	1	2	4	13	18	20	39				3	5.7
	3	3	4	12	12	17	47				2	5.7
	15	18	18	24	11	6	6				2	3.4
	4	4	7	27	18	17	21				2	4.9
	4	4	4	12	14	19	42				1	5.5

--- First, how would you rate the flavor of fresh white potatoes? ---" Asked of all home-makers.

		Fresh white potatoes	Instant mashed	Frozen french fried potatoes	Canned potatoes
		-----Percent-----			
Low in flavor	1	1	23	11	27
	2	1	12	7	12
	3	1	12	10	8
	4	6	14	16	9
	5	11	9	14	4
	6	21	5	12	2
High in flavor	7	58	5	11	2
Not ascertained		1	20	19	36

-----Number-----			
Average rating	6.2	3.1	4.2
Number of cases --	3,137		2.5

Now, I'd like your opinion about different ways potatoes can be served. As I mention the method of serving potatoes, show me on the scale how fattening you think potatoes are when they are prepared using the following recipe - - - select a number which best shows how you feel." Asked of all homemakers.

		Mashed potatoes	Baked potatoes	French fried potatoes	Boiled potatoes
		<u>Percent</u>			
Not at all fattening	1	1	5	1	6
	2	1	10	1	13
	3	3	14	2	17
	4	9	22	4	25
	5	16	20	8	18
	6	22	11	17	9
Fattening	7	46	14	64	10
Not ascertained		2	4	3	2
		<u>Number</u>			
Average rating		5.9	4.4	6.3	4.0

Number of cases -- 3,137

Question 47: "Now, I'd like your opinion about the flavor of fresh white potatoes and processed potatoes
 --- First, how would you rate the flavor of fresh white potatoes? ---" Asked of all home-
 makers.

	Fresh white potatoes	Instant mashed	Frozen french fried potatoes	Canned potatoes
	Percent			
Low in flavor	1	23	11	27
	1	12	7	12
	1	12	10	8
	6	14	16	9
	11	9	14	4
	21	5	12	2
High in flavor	58	5	11	2
Not ascertained	1	20	19	36
	Number			

Average rating 6.2 3.1 4.2 2.5

Number of cases -- 3,137

TABLES FOR RICE SECTION

Summary of questions 1 and 5: Use of rice and types of rice served in the past year. Asked of all homemakers.¹

	Cases Number	Types served in the past year				
		Used rice in some form	Regular uncooked rice	Instant rice	Parboiled converted rice	Fried Spanish rice Other
					Percent	
U. S. TOTAL	3,137	87	61	36	16	11 4 3
Region:						
Northeast	890	87	52	39	21	11 6 3
North Central	832	86	59	41	11	11 2 2
South	887	87	70	23	11	9 2 1
West	528	92	62	42	22	14 9 10
Community size:						
Metropolitan	1,076	88	55	38	21	10 4 5
Urban	1,298	87	61	37	15	12 5 3
Rural	763	87	68	30	9	10 3 2
Employment status:						
Employed	1,013	85	58	35	16	13 4 4
Not employed	2,114	89	62	36	15	10 4 3
Income:						
Lower	892	87	72	22	9	6 2 2
Middle	934	84	59	38	16	11 4 3
Upper	1,204	90	54	45	20	15 6 5
Family size:						
1 or 2	1,241	82	59	32	15	9 3 3
3 or 4	1,067	89	59	38	16	13 5 4
5 or more	827	92	64	38	16	12 4 4
Age:						
Under 35 years	880	87	54	39	17	12 5 5
35-49 years	1,019	90	61	40	17	14 5 3
50 years and over	1,227	85	65	30	14	8 3 2
Education:						
Grammar school	760	88	74	21	10	6 1 2
High school	1,693	86	58	37	16	12 4 3
College	668	90	52	49	21	14 8 5
Usage level:						
Low	1,321	100	60	47	16	10 3 3
Medium	772	100	75	38	21	14 6 5
High	625	100	83	31	18	15 7 4

¹ Percentages add to more than 100 because some respondents gave more than one reply.

question 1. Why is it that you have not served rice in any form in the past year.1
homemakers who said they had not served rice in any form in the past year.1

	United States total	Percent
Family members dislike rice	71	
Entire family dislikes it	44	
Specific members dislike it	27	
Too much trouble to prepare for one person	10	
It's too starchy and fattening	9	
It's tasteless	8	
Prefer potatoes to rice	6	
Only eat rice when dining out	4	
Can't/don't eat rice for health reasons	4	
Don't like to prepare rice because it's too much trouble	2	
Do not cook at home	2	
Consider rice to be a Chinese food	2	
Miscellaneous	10	
Not ascertained	7	
Number of cases	253	

1-Percentages add to more than 100 because some respondents gave more than one reply.

Question 3: "Would you say you are using more rice, less rice, or about the same amount of rice that you used 2 years ago?" Asked only of homemakers who served rice in the past year.

	Cases Number	More	Now using rice		Total
			Less	the same	
			Percent	Percent	
U. S. TOTAL	1,845	21	11	68	100
Region:					
Northeast	522	22	8	70	100
North Central	477	18	14	68	100
South	514	21	12	67	100
West	332	22	8	70	100
Community size:					
Metropolitan	642	23	10	67	100
Urban	764	21	9	70	100
Rural	439	16	15	69	100
Employment status:					
Employed	596	19	12	69	100
Not employed	1,243	22	10	68	100
Income:					
Lower	512	18	15	67	100
Middle	511	13	10	72	100
Upper	755	24	9	67	100
Family size:					
1 or 2	668	14	15	71	100
3 or 4	663	20	9	71	100
5 or more	513	30	7	63	100
Age:					
Under 35 years	504	33	9	58	100
35 - 49 years	637	21	8	71	100
50 years and over	698	12	14	74	100
Education:					
Grammar school	445	14	12	74	100
High school	990	21	11	60	100
College	404	26	8	66	100
Usage level:					
Low	342	21	16	73	100
Medium	535	23	7	70	100
High	968	10	7	61	100

Question 4: "Please tell me the reasons you serve rice?" Asked only of homemakers who served rice in the past year.¹

	United States total	Usage level		
		Light users	Medium users	Heavy users
		-----Percent-----		
Family likes rice	50	41	55	62
We all like it	29	20	34	39
Specific family members like it	25	21	23	28
For variety in meals	40	44	42	31
Change/substitute for potatoes	29	28	33	25
Other variety mentions	20	26	19	12
Prepare dishes calling for rice	20	21	20	20
Dessert or pudding	14	16	17	10
Soup or consomme	8	7	9	7
With milk, sugar, butter	5	5	5	6
Breakfast cereal	5	4	5	8
With gravy	4	2	5	7
Casseroles	4	4	5	3
Chicken dishes	4	4	4	5
Chow mein or chop suey	4	5	4	1
Spanish rice	3	3	2	3
Stuffed peppers	2	2	1	1
Other dishes	12	13	11	13

¹Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.
Continued--

Question 4: "Please tell me the reasons you serve rice?"
 year.--Continued

Asked only of homemakers who served rice in the past

	United States total	Usage level			Percent
		Light users	Medium users	Heavy users	
		Percent			
Characteristics of rice	20	15	20		
Tasty	11	9	11		16
Satisfying, filling	7	4	7		11
Lower in calories than potatoes or pasta products	3	2	3		4
Other characteristics of rice	2	1	2		4
Nutritious; high in food value					
Convenient; easy to prepare	17	12	19		
Economical to serve	11	8	13		
Versatile; can prepare it in many ways	11	6	11		
Does well with other foods	9	5	11		
Health reasons	6	4	7		
Habit of serving rice; was taught to use it; reared in rice growing area	3	3	4		
Found new recipes calling for rice	3	1	3		
Change in size/age of family; more members now eat rice	2	2	2		
Miscellaneous	2	1	3		
Don't know/not ascertained	3	3	3		
Number of cases	6	9	5		
	1,845	841	535		451

¹ Percentages may add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Summary of question 6: Use of rice and types of rice served in past month. Asked of all homemakers. 1

	Cases Number	Used rice in some form	Regular uncooked rice	Types served in past month			
				Instant rice	Converted parboiled rice	Spanish rice	Fried rice
				Percent			Other
U. S. TOTAL	3,137	71	48	22	10	4	2
Region:							
Northeast	890	73	40	26	15	4	2
North Central	832	63	43	22	4	2	1
South	887	76	61	14	7	5	1
West	528	71	44	25	13	6	3
Community size:							
Metropolitan	1,076	74	45	24	14	4	2
Urban	1,298	69	47	22	8	4	2
Rural	763	70	53	17	5	4	1
Employment status:							
Employed	1,013	68	44	21	10	5	2
Not employed	2,114	72	49	22	9	3	2
Income:							
Lower	892	73	61	12	6	2	*
Middle	934	68	45	22	9	4	2
Upper	1,204	72	40	29	12	5	2
Family size:							
1 or 2	1,241	64	45	19	9	4	2
3 or 4	1,067	71	46	23	10	4	2
5 or more	827	81	54	25	10	4	2
Age:							
Under 35 years	880	69	42	22	10	4	3
35-49 years	1,019	76	49	26	11	5	2
50 years and over	1,227	68	51	17	8	3	2
Education:							
Grammar school	760	72	62	13	7	3	1
High School	1,693	69	45	22	9	4	1
College	668	74	39	30	14	5	3
Usage level:							
Low	1,321	100	33	22	7	2	1
Medium	772	100	70	29	15	6	3
High	625	100	81	25	15	8	3

1 Percentages add to more than 100 because some respondents gave more than one reply. *Less than 1 percent.

ion 7, 7a and 7b: Number of times rice in any form was served in an average month. Asked of all

	Cases Number	Number of times rice served in average month				Did not use in past year	Percent	Times not ascertained	Total
		2 or less	3 - 5	6 or more					
	3,137	42	24	20	13	1		100	
Rural	890	41	25	19	14	1		100	
	832	54	22	9	14	1		100	
	887	30	25	31	13	1		100	
	528	44	29	18	8	1		100	
Community size:									
	Metropolitan	1,067	40	27	20	12	1	100	
	Urban	1,298	43	24	19	13	1	100	
Rural	763	43	23	20	13	1	100		
Employment status:									
	Employed	1,013	43	22	19	15	1	100	
Not employed	2,114	41	27	20	11	1	100		
Income:									
	Lower	892	33	25	28	13	1	100	
	Middle	934	43	24	17	16	*	100	
	Upper	1,204	47	26	16	10	1	100	
Family size:									
	1 or 2	1,241	44	22	15	18	1	100	
	3 or 4	1,067	43	27	18	11	1	100	
	5 or more	827	39	25	27	8	1	100	
Age:									
	Under 35 years	880	42	23	21	13	1	100	
	35 - 49 years	1,019	42	26	21	10	1	100	
	50 years and over	1,227	42	24	18	15	1	100	
Education:									
	Grammar school	760	36	23	28	12	1	100	
	High school	1,693	44	24	17	14	1	100	
	College	668	45	25	--	--	--	--	

Number of times REGULAR, UNCOOKED RICE served in past month

	Cases Number	Percent				Total
		1 or 2	3 - 5	6 or more		
U. S. TOTAL	1,491	37	35	28		100
<u>Region:</u>						
Northeast	355	40	35	25		100
North Central	358	50	38	12		100
South	545	24	32	44		100
West	233	40	38	22		100
<u>Community size:</u>						
Metropolitan	480	36	37	27		100
Urban	604	38	35	27		100
Rural	407	37	32	31		100
<u>Employment status:</u>						
Employed	448	40	33	27		100
Not employed	1,037	36	36	28		100
<u>Income:</u>						
Lower	542	27	34	39		100
Middle	419	39	36	25		100
Upper	481	46	35	19		100
<u>Family size:</u>						
1 or 2	561	43	36	21		100
3 or 4	485	35	40	25		100
5 or more	443	32	29	39		100
<u>Age:</u>						
Under 35 years	371	34	31	35		100
35 - 49 years	497	37	36	27		100
50 years and over	620	38	36	26		100
<u>Education:</u>						
Grammar school	468	30	32	38		100
High school	756	40	36	24		100
College	260	41	36	23		100

Continued--

Summary of question 8: Number of times in the past month PARBOILED RICE was served. Asked only of homemakers who served PARBOILED RICE in past month.--Continued

	Cases Number	Number of times PARBOILED RICE served in past month				Total
		1 or 2	3 - 5	6 or more	Times not ascertained	
U. S. TOTAL	299	49	32	17	2	100
Region:						
Northeast	134	48	30	20	2	100
North Central	35	51	37	9	3	100
South	63	39	37	22	2	100
West	67	57	30	11	2	100
Community size:						
Metropolitan	152	46	32	19	3	100
Urban	107	51	30	18	1	100
Rural	40	50	38	9	3	100
Employment status:						
Employed	98	51	27	18	4	100
Not employed	199	47	35	17	1	100
Income:						
Lower	55	47	27	26	*	100
Middle	81	52	38	10	*	100
Upper	147	48	29	19	4	100
Family size:						
1 or 2	109	52	36	11	1	100
3 or 4	105	44	30	24	2	100
5 or more	84	50	29	17	4	100
Age:						
Under 35 years	88	48	28	24	*	100
35 - 49 years	113	50	31	15	4	100
50 years and over	96	48	36	15	1	100
Education:						
Grammar school	52	54	29	13	4	100
High school	155	47	35	17	1	100
College	91	48	29	21	2	100

Continued--

*Less than 1 percent.

Summary of question 8: Number of times in the past month INSTANT RICE was served. Asked only of homemakers who served INSTANT RICE in past month.---Continued

Number of times INSTANT RICE served in past month						
Cases Number	Percent				Times not ascertained	Total
	1 or 2	3 - 5	6 or more			
U. S. TOTAL	677	61	27	11	1	100
Region:						
Northeast	232	55	31	12	2	100
North Central	186	75	17	7	1	100
South	125	55	31	12	2	100
West	134	58	30	12	*	100
Community size:						
Metropolitan	259	60	29	11	*	100
Urban	287	60	26	12	2	100
Rural	131	63	27	8	2	100
Employment status:						
Employed	215	63	26	10	1	100
Not employed	460	60	28	11	1	100
Income:						
Lower	108	56	28	13	3	100
Middle	209	70	22	7	1	100
Upper	343	56	30	12	2	100
Family size:						
1 or 2	229	66	22	11	1	100
3 or 4	243	58	31	10	1	100
5 or more	205	59	27	12	2	100
Age:						
Under 35 years	195	61	27	11	1	100
35 - 49 years	268	58	29	10	3	100
50 years and over	213	65	24	10	1	100
Education:						
Grammar school	101	58	29	10	3	100
High school	374	63	25	11	1	100
College	199	59	31	9	1	100

*less than 1 percent.

Question 9: "Of the different types of _____ rice you have used in the past year, which do you like best?" Asked only of homemakers who served more than one type of rice in the past year.

	Cases Number	Type of rice liked best ¹					Not preference ascertained	Total
		Regular uncooked rice	Instant rice	Parboiled/ converted rice	Other Percent	No preference		
U. S. TOTAL	1,845	57	27	11	3	1	1	100
Region:								
Northeast	522	48	31	17	3	1	*	100
North Central	477	58	32	6	4	-	-	100
South	514	72	15	9	2	1	1	100
West	332	47	30	13	7	2	1	100
Community size:								
Metropolitan	642	48	28	17	4	2	1	100
Urban	764	57	28	10	3	1	1	100
Rural	439	69	22	5	3	*	1	100
Employment status:								
Employed	596	54	27	12	5	1	1	100
Not employed	1,243	58	27	10	3	1	1	100
Income:								
Lower	512	74	16	7	2	1	*	100
Middle	511	57	27	11	3	1	1	100
Upper	755	45	34	13	6	1	1	100
Family size:								
1 or 2	668	58	25	11	4	1	1	100
3 or 4	663	55	28	12	3	1	1	100
5 or more	513	58	27	10	4	1	*	100
Age:								
Under 35 years	504	49	31	13	6	1	*	100
35 - 49 years	637	55	29	12	3	1	*	100
50 years and over	698	65	21	9	3	1	1	100
Education:								
Grammar school	445	76	15	6	2	1	*	100
High school	990	54	28	12	4	1	1	100
College	404	44	35	14	5	1	1	100
Usage level:								
Low	841	49	35	10	4	-	-	100
Medium	535	61	-	-	-	-	-	100

	United States total	Percent
--	------------------------	---------

Habit; grown accustomed to using it	32
Better, more taste; flavor	31
Fluffier; grains are separate; better texture	21
Cheaper; others more expensive	17
Cooks better; cooks nicer	9
Can use it in many ways	7
Easy to cook; no trouble to cook	6
More nourishing; has more food value	5
Better than others; the best type to buy	4
Recipes call for uncooked rice	3
Only type available	2
Miscellaneous	9
Not ascertained	13

1,053

Number of cases

¹ Percentages add to more than 100 because some respondents gave more than one reply.

Continued---

Question 10: "Why do you like PARBOILED OR CONVERTED RICE best?" Asked only of homemakers who said they like parboiled or converted rice best. 1 --Continued

	United States	Total
	Percent	
Quicker to prepare; cooks faster	37	
Taste; flavor	36	
Better flavor; better taste	24	
No difference in taste	9	
More flavor than regular rice	2	
Children like flavor better than instant	2	
Easy to prepare; simple to prepare	25	
Grains are separate; do not stick together	22	
Fluffy; lighter	19	
Texture	16	
It's firmer than instant	6	
It's softer than instant	6	
Texture is better (unspecified)	5	
Other mentions of texture	1	
Just haven't tried others	9	
Always comes out the same	8	
Cheaper; others more expensive	4	
More nourishing	4	
Blends well with other ingredients	4	
Looks nicer; more appetizing	3	
Versatile; can serve it in many ways	3	
Best rice you can buy; best rice on the market	3	
Doesn't have to be watched	3	
Miscellaneous	3	
Not ascertained	7	
Number of cases	3	
	203	

Question 10: "Why do you like INSTANT RICE best?" Asked only of homemakers who said they like instant rice best.---Continued

	United States total
Quicker to prepare; saves time	Percent 59
Easier to prepare; simple to prepare	46
Taste; flavor	19
Has a lot of flavor	11
Tastes as good as the others	6
Tastes better than regular, uncooked rice	2
Other taste, flavor reasons	2
Fluffy; light; flaky	14
Grains are separate; not sticky	12
Always turns out right; foolproof	11
Reduced cooking problems	8
It can't burn; doesn't have to be watched	3
Never overdone/overcooked	2
Doesn't need to be cooked	2
Other reduced cooking problems	2
Convenient; far less trouble (unspecified)	6
Versatile; can serve it in many ways	3
Habit; never used any other kind	2
Miscellaneous	10
Not ascertained	8
Number of cases	490

Percentages may add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Question 11: "Why is it that you have not served any regular, uncooked rice in the past year?"
 Asked only of homemakers who did not serve regular, uncooked rice in the past year.¹

	United States total	
	Percent	
Requires more time to prepare	58	
Too much bother/trouble	24	
Instant rice is more convenient, less work	12	
Too much bother to make it	5	
The "other" is so easy	3	
Too much trouble for one person	3	
Burning is likely; requires too much attention	2	
Other mentions of too much bother/trouble	1	
Becomes gummy, sticky	11	
Habit of using prepared/precooked forms	11	
Don't like the taste/taste no different	10	
Don't like taste of regular uncooked rice	4	
Regular uncooked is no better flavored than others	4	
Like the taste of minute or instant rice better	2	
Other mentions of taste	1	
Don't like rice	8	
Can't cook it well	4	
Never tried it	2	
Don't know how to cook it	2	
Miscellaneous	8	
Not ascertained	7	
Number of cases	578	

¹Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

of homemakers who served prepared rice products in the past year.¹

	United States total
Easy to serve or prepare	46
Like taste or flavor	40
Quick to prepare	34
Offers a variety/change from other foods	13
Cheaper than preparing it oneself	3
Can be served in many ways	2
Texture is good, not lumpy	2
Taste as good or better than prepared at home	2
Consistent in quality; always turns out alright	2
Miscellaneous	7
Nothing; don't care for them	10
Not ascertained	3
Number of cases	294

¹Percentages add to more than 100 because some respondents gave more than one reply.

g about how often you serve precooked or prepared rice products--that is, number of times serving rice products more often, less often, or about as often, as you did two years makers who served precooked or prepared rice products in the past year.

	Cases Number	Serving precooked or prepared rice--			Not ascertained	Total
		More often	Less often	About the same		
		Percent--				
Region:						
Northeast						
North Central						
South						
West						
Community size:						
Metropolitan						
Urban						
Rural						
Employment status:						
Employed						
Not employed						
Income:						
Lower						
Middle						
Upper						
Family size:						
1 or 2						
3 or 4						
5 or more						
Age:						
Under 35 years						
35 - 49 years						
50 years and over						
Education:						
Grammar school						
High school						
College						
Usage level:						
Low						
Medium						
	1,057	18	10	66	6	100
	342	22	7	67	4	100
	279	13	13	64	10	100
	208	18	9	69	4	100
	228	18	11	65	6	100
	407	17	10	67	6	100
	448	20	11	63	6	100
	202	14	9	71	6	100
	356	18	9	67	6	100
	699	18	10	66	6	100
	180	13	11	67	9	100
	310	17	10	67	6	100
	528	21	10	65	4	100
	377	16	12	66	6	100
	402	18	9	67	6	100
	278	21	9	64	6	100
	317	27	10	57	6	100
	387	17	9	68	6	100
	349	11	12	70	7	100
	156	12	11	70	7	100
	604	18	9	67	6	100
	294	20	11	64	5	100
	513	11	13	70	6	100
	309	21	6	67	6	100

years ago.¹
years ago.

Serving precooked or prepared rice--		
More often	Less often	Percent
30	-	-
22	-	-
20	-	-
16	-	-
10	-	-
7	-	-
3	-	-
2	5	5
2	-	-
-	20	20
-	18	18
-	9	9
-	9	9
-	9	9
-	7	7
-	4	4
-	3	3
16	22	22
1	2	2
189	105	

Change in eating habits

Quicker to prepare; it's a timesaver

Didn't use it 2 years ago

Larger/older family

Gives variety to meals

Found new recipes that call for it

Have occasion to serve it more often

Health reasons

Encourage family to eat more rice because I believe it to be healthy

Smaller family

Family doesn't like rice

Too expensive; get more for your money with regular

Diet conscious

Prefer regular rice

Eat out more often now

Eat fewer dishes with rich ingredients

Like texture of regular rice better

Miscellaneous

Not ascertained

Number of cases

¹Percentages add to more than 100 because some respondents gave more than one reply.

Question 16: "On the average, about how many times in a month period do you serve REGULAR, UNCOOKED RICE?"
 Asked only of homemakers who served regular, uncooked rice in the past year.

	Cases Number	Number of times REGULAR, UNCOOKED RICE served in average month						Total
		Less than once	1 or 2	3 or 4	5 to 9	10 or more	Percent	
U. S. TOTAL	1,266	10	34	29	13	14		100
Region:								
Northeast	309	11	35	29	12	13		100
North Central	333	11	45	33	8	3		100
South	408	6	24	27	16	27		100
West	216	15	34	30	16	5		100
Community size:								
Metropolitan	397	10	33	29	15	13		100
Urban	532	12	34	29	14	11		100
Rural	337	7	35	31	10	17		100
Employment status:								
Employed	394	11	36	28	11	14		100
Not employed	866	10	33	30	14	13		100
Income:								
Lower	422	8	28	28	12	24		100
Middle	349	13	34	30	12	11		100
Upper	454	10	39	30	15	6		100
Family size:								
1 or 2	467	11	38	30	12	9		100
3 or 4	439	12	33	31	11	13		100
5 or more	359	7	29	27	16	21		100
Age:								
Under 35 years	303	11	30	23	17	19		100
35 - 49 years	434	8	36	32	12	12		100
50 years and over	524	11	35	31	12	11		100
Education:								
Grammar school	374	9	29	27	11	24		100
High school	652	10	38	30	12	10		100
College	235	13	31	33	16	7		100
Usage level:								
Low	497	22	68	9	1	-		100
Medium	392	3	16	73	8	-		100
	466	2	7	11	33	47		100

Question 17: "Why is it that you do not serve regular, uncooked rice on an average of two or less times a month."

United States total

Number of cases: 559

	Percent
Dislike rice	24
Family dislikes it	18
Specific family members dislike it	7
Don't care to eat or to serve it more often	16
Time consuming; takes longer to prepare	14
For variety in the meals	11
Family prefers potatoes to rice	9
Use precooked rice mostly	8
It is fattening	4
Don't think of using it	4
Too much trouble to prepare for one person	4
Health reasons; restricted diet	4
Depends on the meals I plan	4
Inconvenient to prepare; needs to be watched	4
Don't eat/cook at home much now	3
If rice is served too often, one gets tired of it	3
Only use it when recipe calls for it	3
Use it mainly/only as a dessert	3
Family is smaller; not home as much	3
Sticks together/gummy	2
Miscellaneous	8
Don't know/not ascertained	4

Percentages add to more than 100 (or group total shown) because some respondents gave more than one reply.

estion 18: "Now, thinking about how often you serve regular, uncooked rice--that is, number of times, not the amount--are you serving regular, uncooked rice more often, less often or about as often as you did 2 years ago?" Asked of homemakers who served regular, uncooked rice in the past year.

		Serving regular uncooked rice--			
		About as		Not	
		More often	Less often	often	ascertained
		Percent			
		15	12	72	1
Cases					
Number					
S. TOTAL		1,266			
Region:					
Northeast		309	11	72	1
North Central		333	9	75	1
South		408	11	76	*
West		216	13	66	1
Community size:					
Metropolitan		397	10	72	1
Urban		532	11	71	1
Rural		337	10	77	*
Employment status:					
Employed		394	12	74	*
Not employed		866	12	72	1
Income:					
Lower		422	11	74	*
Middle		349	13	72	1
Upper		454	12	72	1
Family size:					
1 or 2		467	14	76	*
3 or 4		439	12	74	1
5 or more		359	9	69	1
Age:					
Under 35 years		303	11	61	1
35 - 49 years		434	10	74	1
50 years and over		524	14	79	*
Education:					
Grammar school		374	14	74	*
High school		652	10	72	1
College		235	12	73	1
Usage level:					
Low		497	15	77	1
Medium		392	12	73	-
High		366	7	68	*

Question 19: "Why is it that you are serving less rice than two years ago?" Asked only of homemakers who served regular, uncooked rice more often than two years ago.

	United States total
	<u>Percent</u>
Change in size and/or age of family	34
Family members like rice	27
I have learned new ways to prepare rice	15
Cheaper; more economical	12
Variety in meals	9
Easier to prepare	7
Was not married two years ago	8
Health reasons; on a diet	4
Nutritious	3
Less fattening/less fattening than potatoes	2
Miscellaneous	14
Other	1
	<hr/>
	183

, more than 100 because some respondents gave more than one reply. Continued.

Question 19: "Why is it that you are serving regular, uncooked rice LESS OFTEN than you did two years ago?"
 Asked only of homemakers who served regular, uncooked rice less often than two years ago. 1--Contin

	United States	
	total	Percent
Use another type of rice more often		24
Instant	11	
Precooked	7	
Prepared	2	
Other types	5	
Change in size or age of family		23
Takes too long to prepare		23
Health reasons		15
Diet, weight conscious	11	
Diabetic	2	
Other health reasons	2	
Prefer another food rather than rice		7
Prefer potatoes	4	
Other foods preferred	3	
Don't care about it that much		7
Live alone and don't want to bother		5
Family or family member is tired of rice		5
All other miscellaneous answers		14
Don't know/not ascertained		5
Number of cases	149	

Percentages may add to more than 100 (or group totals shown) because some respondents gave more than one reply.

uncooked rice in the past month? Any others?" Asked only of homemakers who served regular, uncooked rice in the past month.¹

	Cases Number	Ways regular, uncooked rice served in past month			
		Side dish	Main dish	Desserts	Cereal
U. S. TOTAL	1,003	55	53	38	19
<u>Region:</u>					
Northeast	249	61	47	43	10
North Central	244	43	59	42	19
South	354	58	51	27	27
West	156	55	59	47	17
<u>Community size:</u>					
Metropolitan	330	55	50	41	17
Urban	403	52	55	33	17
Rural	270	46	54	40	26
<u>Employment status:</u>					
Employed	308	57	52	38	17
Not employed	689	54	54	37	21
<u>Income:</u>					
Lower	354	48	57	40	28
Middle	272	54	56	41	19
Upper	343	62	49	32	11
<u>Family size:</u>					
1 or 2	360	54	50	44	20
3 or 4	341	54	51	34	21
5 or more	301	56	59	34	17
<u>Age:</u>					
Under 35 years	240	65	55	26	20
35 - 49 years	349	55	53	36	16
50 years and over	412	49	52	46	22
<u>Education:</u>					
Grammar school	309	48	57	41	24
High school	511	57	51	39	17
College	179	59	54	27	18
<u>Usage level:</u>					
Low	272	44	47	31	12
Medium	367	53	52	45	19
High	354	64	60	36	25

¹ Percentages add to more than 100 because some respondents gave more than one reply.

Question 21: "Which way do you serve most?" Asked only of homemakers who served regular, uncooked rice in more than one way during the past month.¹

	Cases Number	Ways served most often ²					Not ascertain
		Main dish	Side dish	Desserts	Cereal	Soup	
		Percent					
U. S. TOTAL	1,003	38	37	11	7	6	2
Region:							
Northeast	249	32	44	13	1	9	2
North Central	244	43	26	16	9	7	*
South	354	39	41	6	11	3	2
West	156	40	35	12	4	8	4
Community size:							
Metropolitan	330	33	47	11	3	5	2
Urban	403	43	34	9	6	8	2
Rural	270	37	30	14	13	4	2
Employment status:							
Employed	308	37	40	11	6	4	3
Not employed	689	39	36	11	7	7	2
Income:							
Lower	354	45	29	11	10	5	2
Middle	272	39	34	12	7	7	3
Upper	343	33	48	10	3	6	1
Family size:							
1 or 2	360	36	38	13	7	6	2
3 or 4	341	36	38	11	9	5	2
5 or more	301	43	37	8	4	7	2
Age:							
Under 35 years	240	37	46	5	7	3	3
35 - 49 years	349	39	39	11	3	7	2
50 years and over	412	38	31	14	9	7	1
Education:							
Grammar school	309	42	29	10	9	9	2
High school	511	37	38	14	6	5	3
College	179	36	50	4	6	3	1
Usage level:							
Low	272	35	36	15	6	9	1
Medium	367	36	35	13	8	7	2
High	354	43	41	5	6	3	3

1 Percentages add to more than 100 because some respondents gave more than one reply.

2 Homemakers who served only one way were omitted leaving that way most frequently.

¹ Percentages add to more than 100 because some respondents gave more than one reply.
² Homemakers who served only one way were omitted carrying that way most frequently.

regular, uncooked rice in the past year.

Usual price per pound of uncooked rice (in cents)
 14 or less 15-16 17-18 19-20 21-22 23 & over
 Percent

Cases Number	14 or less	15-16	17-18	19-20	21-22	23 & over	Not ascertained	Don't know price	Total
U. S. TOTAL	4	6	9	11	6	7	1	56	100
Region:									
Northeast	4	6	9	11	9	6	3	52	100
North Central	2	6	8	15	5	5	2	57	100
South	4	7	12	8	3	8	4	54	100
West	5	6	5	8	6	7	2	61	100
Community size:									
Metropolitan	4	7	10	12	7	7	3	50	100
Urban	2	5	8	11	6	7	3	58	100
Rural	5	8	11	9	2	6	1	58	100
Employment status:									
Employed	2	7	8	13	7	8	-	55	100
Not employed	4	6	10	10	5	6	3	56	100
Income:									
Lower	5	6	9	10	5	6	2	57	100
Middle	3	8	7	11	5	8	3	55	100
Upper	3	6	11	11	6	6	3	54	100
Family size:									
1 or 2	2	4	6	8	6	6	2	66	100
3 or 4	2	7	9	12	5	8	-	57	100
5 or more	8	9	14	14	6	7	1	41	100
Age:									
Under 35 years	5	6	10	15	7	8	4	45	100
35 - 49 years	3	8	12	10	7	7	2	51	100
50 years and over	3	5	7	9	3	6	1	66	100
Education:									
Grammar school	5	8	8	11	5	7	2	54	100
High school	3	6	10	10	7	6	2	56	100
College	4	6	10	13	3	6	3	55	100
Usage level:									
Low	1	4	6	11	5	5	2	66	100
Medium	2	5	11	11	5	7	1	58	100
High	9	11	11	12	7	8	4	38	100

Question 24: "Now considering all the types of rice available, do you prefer short, medium or long grain rice?" Asked only of homemakers who served rice in the past year.

	Cases Number	Length of grain preferred			No preference	Not ascertained	Total
		Short	Medium	Long			
U. S. TOTAL	1,845	7	11	40	20	22	100
Region:							
Northeast	522	7	10	38	23	22	100
North Central	477	8	14	32	22	24	100
South	514	8	12	42	17	21	100
West	332	6	9	46	18	21	100
Community size:							
Metropolitan	642	6	9	46	18	21	100
Urban	764	8	9	36	24	23	100
Rural	439	9	18	33	18	22	100
Employment status:							
Employed	596	7	10	40	20	23	100
Not employed	1,243	8	12	39	20	21	100
Income:							
Lower	512	9	12	39	17	23	100
Middle	511	10	11	34	20	25	100
Upper	755	5	11	43	21	20	100
Family size:							
1 or 2	688	5	9	41	20	25	100
3 or 4	663	7	14	37	20	22	100
5 or more	513	12	11	38	20	19	100
Age:							
Under 35 years	504	11	12	31	19	27	100
35 - 49 years	637	8	12	40	20	20	100
50 years and over	698	5	10	44	20	21	100
Education:							
Grammar school	445	10	9	40	20	21	100
High school	990	7	12	38	20	23	100
College	404	5	11	41	21	22	100
Usage level:							
Low	841	7	12	30	23	28	100
Medium	535	7	12	43	19	19	100
High	451	9	10	50	16	15	100

	Types of grain preferred			No preference
	Short	Medium	Long	
	Percent			
No reason; always buy this type	33	40	14	-
Fluffier; looks like you have more	17	-	18	-
Cheaper; get more out of it	16	-	-	-
Cooks better	13	7	17	-
Cooks quicker	10	-	-	-
Mother used it	8	3	5	-
Looks nicer/better	4	12	25	-
Holds its shape	-	12	-	-
My favorite brand/type is medium	-	9	-	-
Tastes better	-	7	12	-
Recipe works best with medium grains	-	4	-	-
Don't like long grain rice	-	3	-	-
Softer and easier to swallow	-	2	-	-
Grains don't stick together; flakier, drier	-	-	33	-
More body; firmer	-	-	10	-
My favorite brand is long	-	-	8	-
Just like it better; like it best	-	-	3	-
Easier to prepare	-	-	2	-
It's all the same; doesn't matter	-	-	-	43
Didn't know there was any difference	-	-	-	35
Select rice by brand/type, not by grain	-	-	-	16
Hardly use rice, so I have no preference	-	-	-	7
Miscellaneous	27	19	10	8
Don't know/not ascertained	4	5	3	5
<hr/>				
Number of cases	135	207	719	371

¹ Percentages add to more than 100 because some respondents gave more than one reply.

Questions 28 and 29: "Thinking back two years ago, what kind of rice did you usually buy most often--regular, parboiled or converted, instant, or prepared? What kind do you buy most often now?" Asked only of homemakers who served rice in the past year.¹

	<u>Type bought most often</u>	
	<u>Two</u>	<u>Time of</u>
	<u>years ago</u>	<u>interview</u>
	<u>-----Percent-----</u>	
Regular	63	58
Instant	24	27
Parboiled/converted	10	12
Prepared	1	2
None	2	-
Don't know/not ascertained	1	1
	<hr/>	
of cases	1,845	1,845

¹ to more than 100 because some respondents gave more

me the number that comes closest to how you feel. First, do you think regular uncooked rice is low in food value or high in food value?..." Asked of all homemakers.

Range of qualities	Number selected										Not ascertained	Average rating
	1	2	3	4	5	6	7	8	9	10		
	Percent											Number
"Low in food value" to "High in food value"	3	4	5	17	16	18	29	8				5.3
"Not fattening" to "Fattening"	7	8	9	20	15	15	22	4				4.7
"Low cost per serving" to "High cost per serving"	29	29	17	14	4	1	2	4				2.4
"Dull food" to "Exciting food"	14	8	9	26	13	13	13	4				4.1
"Unnecessary food" to "Necessary food"	15	9	10	18	14	12	19	3				4.2

Number of cases--3,137

Questions 32 and 33: Comparison in costs of parboiled rice and instant rice to regular uncooked rice. Asked of all homemakers.

<u>Cost:</u>	U.S. total	
	Parboiled	Instant
	-----Percent-----	
More than regular	52	64
Less than regular	3	2
Same as regular	13	9
Don't know	32	25
<hr/>		
Number of cases	2,098	

Question 34: "Even though you may not have used it, would you say that prepared (SPANISH RICE) (FRIED RICE) is higher or lower in cost per serving than if you prepared it yourself using regular uncooked rice and other necessary ingredients?" Asked of all homemakers.

<u>Cost:</u>	U.S. total	
	Spanish	Fried
	-----Percent-----	
Higher than regular plus other ingredients	60	58
Lower than regular plus other ingredients	11	8
Same as regular plus other ingredients	6	6
Don't know	23	28
<hr/>		
Number of cases	2,098	

ary of questions 35 and 40: Use of wild rice and brown rice in the past year. Asked of all homemakers.

	<u>Cases</u> <u>Number</u>	Used wild rice in past year ----- <u>Percent</u> -----	Used brown rice in past year ----- <u>Percent</u> -----
TOTAL	2,098	10	7
on:			
theast	602	9	5
th Central	554	8	5
th	587	6	4
st	355	22	18
unity size:			
ropolitan	725	14	9
ban	870	11	8
ral	503	5	3
oyment status:			
mployed	691	12	8
t employed	1,399	10	6
ne:			
wer	595	3	4
ddle	602	8	5
per	828	18	10
ly size:			
or 2	817	11	8
or 4	726	11	6
or more	554	10	5
der 35 years	578	11	5
- 49 years	696	12	6
years and over	816	8	9
ation:			
ammar school	506	1	4
gh school	1,129	9	5
llege	454	24	14

TABLES FOR WHEAT SECTION

Summary of questions 4, 5, 6, and 7: Number of loaves of white bread used in an average week. Asked of all homemakers.

	Cases Number	None	Number of loaves served in an average week				Total
			<u>Light users</u>		<u>Medium users</u>	<u>Heavy users</u>	
			Less than 2	2 - 4	Percent	5 or more	
U. S. TOTAL	3,137	1	29	44		26	100
<u>Region:</u>							
Northeast	890	1	30	42		27	100
North Central	832	1	29	44		26	100
South	887	2	25	48		25	100
West	528	1	31	42		26	100
<u>Community size:</u>							
Metropolitan	1,076	1	35	42		22	100
Urban	1,298	1	28	45		26	100
Rural	763	2	21	46		31	100
<u>Employment status:</u>							
Employed	1,014	1	30	44		25	100
Not employed	2,114	1	29	44		26	100
<u>Income:</u>							
Lower	892	2	39	40		19	100
Middle	934	1	21	46		32	100
Upper	1,204	*	27	46		27	100
<u>Family size:</u>							
1 or 2	1,241	3	55	39		3	100
3 or 4	1,067	*	17	57		26	100
5 or more	827	1	4	36		59	100
<u>Age:</u>							
Under 35 years	880	1	15	52		32	100
35 - 49 years	1,019	1	17	43		39	100
50 years and over	1,227	2	46	40		12	100
<u>Education:</u>							
Grammar school	760	1	33	42		24	100
High school	1,693	1	24	45		30	100
College	668	3	36	43		18	100
<u>Usage level:</u>							
Low	890	-	100	-		-	100
Medium	1,377	-	-	100		-	100
High	818	-	-	-		100	100

Less than 1 percent.

	Cases Number	Meals at which white bread is served --				Between- meal snacks
		Break- fast	Lunch at home	Packed lunches	Dinner/ supper	
U. S. TOTAL	2,065	88	69	43	68	37
<u>Region:</u>						
Northeast	586	87	68	41	65	36
North Central	550	89	73	45	77	33
South	577	90	66	38	65	43
West	352	87	70	51	65	36
<u>Community size:</u>						
Metropolitan	713	89	66	46	64	35
Urban	853	88	71	43	67	39
Rural	499	87	71	38	76	38
<u>Employment status:</u>						
Employed	658	85	56	50	66	37
Not employed	1,401	90	75	40	0	38
<u>Income:</u>						
Lower	567	85	68	26	75	35
Middle	645	88	73	50	74	44
Upper	776	91	67	49	59	35
<u>Family size:</u>						
1 or 2	823	84	60	23	64	19
3 or 4	690	90	73	51	71	43
5 or more	550	92	77	63	71	57
<u>Age:</u>						
Under 35 years	581	90	77	53	67	50
35 - 49 years	673	90	67	56	69	45
50 years and over	804	85	65	24	68	21
<u>Education:</u>						
Grammar school	481	83	68	34	74	34
High school	1,132	89	70	47	70	41
College	440	92	68	41	57	33
<u>Usage level:</u>						
Low	577	83	55	22	53	15
Medium	913	92	73	44	72	38
High	540	93	82	66	84	62

*Less than 1 percent.

1 Percentages add to more than 100 because some respondents gave more than one reply.

Summary of questions 9 and 11: Percentage of use of white bread in an average week for (EACH OCCASION MENTIONED). Asked only of homemakers who served white bread in the past year for (EACH ONE MENTIONED).

	<u>Breakfast</u>	<u>Lunch at home</u>	<u>Packed lunches</u>	<u>Dinner/ supper</u>	<u>Between- meal snacks</u>
	-----Percent-----				
Percentage distribution:					
Less than 20	15	28	22	21	55
20 - 29	28	32	29	28	29
30 - 49	22	21	19	23	9
50 - 69	22	14	20	21	6
70 or more	8	3	7	4	1
Not ascertained	5	2	3	3	*

Number of cases	1,820	1,427	886	1,410	770
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*Less than 1 percent

Question 14: "What type of bread do you buy most--white, whole wheat, cracked wheat or some other kind made from wheat?" Asked of all homemakers who served bread made from wheat in the past year.

	Type of bread bought most --				Cases Number	Not ascertained			Total
	White	Whole wheat	Cracked wheat	Percent		Percent	Percent	Percent	
U. S. TOTAL	89	8	2	1	2,040				100
Region:									
Northeast	94	4	1	1	577				100
North Central	90	7	2	1	547				100
South	94	4	2	*	570				100
West	75	20	4	1	346				100
Community size:									
Metropolitan	85	11	2	2	708				100
Urban	90	7	2	1	839				100
Rural	93	4	3	*	493				100
Employment status:									
Employed	89	8	2	1	648				100
Not employed	89	8	2	1	1,386				100
Income:									
Lower	88	8	2	2	557				100
Middle	91	7	2	*	635				100
Upper	89	8	2	1	773				100
Family size:									
1 or 2	82	13	3	2	802				100
3 or 4	93	5	1	1	688				100
5 or more	96	3	1	-	548				100
Age:									
Under 35 years	92	6	1	1	579				100
35 - 49 years	94	4	1	1	669				100
50 years and over	84	12	3	1	785				100
Education:									
Grammar school	90	7	2	1	468				100
High school	91	6	2	1	1,125				100
College	85	11	3	1	435				100
Usage level:									
Low	80	14	3	3	577				100
Medium	92	6	2	*	913				100
High	96	3	1	*	540				100
* Less than 1 percent									

* Less than 1 percent

Questions 17 and 19: "In the past 7 days have you served any rolls, biscuits or muffins (made from wheat) which were purchased? Please don't include any corn muffins or bran muffins-- only rolls, biscuits or muffins made from wheat. Don't include sweet rolls, biscuits or muffins made from mixes. When did you last serve rolls, biscuits or muffins?" Asked of all homemakers.

	United States total	Percent
Yes, served in past 7 days	50	
No, did not serve in past 7 days	50	
Served in past month	18	
Served 2 to 12 months ago	14	
Last served over 1 year ago	9	
Never served	8	
Not ascertained	1	
Number of cases	2,065	

Question 18: "Why is it that you haven't served any rolls, biscuits or muffins which were purchased in the past 7 days?" Asked only of homemakers who did not serve rolls, biscuits or muffins which were purchased in the past 7 days.¹

United States
total
Percent

Make my own rolls, biscuits, muffins	23
Prefer plain bread	14
Weight conscious; on a diet	11
Family doesn't care for them	11
Cost; can't afford them	11
Can't afford them; more expensive than bread	7
Costs less to make my own	3
Too expensive for the size of my family	1
Company or special meal	8
My this past week	8
Bread, so there's no need for biscuits, rolls, muffins	6
Any this past week	4
	4
	4
	4
	4
	3
	3
	2
	2
	2
	2
	2
	2
	11
	1

1,038

more than 100 because some respondents gave more than one reply.

Summary of questions 20, 21 and 22: "Number of rolls, biscuits or muffins served in an average week. Asked only of homemakers who served rolls, biscuits or muffins in the past year."

		Number of rolls, biscuits or muffins served in an average week							
		Less than 7	7-12	13-18	19-24	25-30	More than 30	Not ascertained	Total
		Percent							
Cases	Number	21	32	5	12	2	11	17	100
U. S. TOTAL									
1,695									
Region:									
Northeast	474	30	36	5	10	1	3	15	100
North Central	475	23	35	5	11	2	7	17	100
South	457	9	29	3	16	5	26	12	100
West	286	23	23	5	11	2	4	32	100
Community size:									
Metropolitan	593	29	29	6	13	2	5	16	100
Urban	709	20	33	4	10	2	11	20	100
Rural	390	11	33	5	14	4	19	14	100
Employment status:									
Employed	561	21	30	6	11	3	13	16	100
Not employed	1,125	21	32	4	13	2	10	18	100
Income:									
Lower	403	19	27	4	14	4	11	21	100
Middle	534	20	34	4	10	2	13	17	100
Upper	697	22	33	6	13	2	9	15	100
Family size:									
1 or 2	621	32	28	3	7	2	4	24	100
3 or 4	604	20	34	6	13	3	11	13	100
5 or more	465	8	33	6	17	3	19	14	100
Age:									
Under 35 years	497	19	32	5	14	2	12	16	100
35 - 49 years	578	15	33	6	14	3	14	15	100
50 years and over	611	28	30	4	8	2	7	21	100
Education:									
Grammar school	346	19	29	6	12	4	12	18	100
High school	958	21	32	4	13	2	11	17	100
College	379	22	33	6	10	2	9	18	100

		Meals at which rolls, biscuits or muffins are served --						
		Break- fast	Lunch at home	Packed lunches	Dinner/ supper	Between meal snacks	Not ascertained	
		Percent						
Cases Number								
U. S. TOTAL	1,695	32	20	3	76	6		4
Region:								
Northeast	475	38	24	4	69	11		4
North Central	475	26	16	2	80	6		4
South	459	36	26	2	78	3		4
West	286	25	12	3	79	5		5
Community size:								
Metropolitan	593	36	20	4	72	7		3
Urban	710	28	16	2	81	7		4
Rural	392	33	27	2	74	5		4
Employment status:								
Employed	563	32	14	4	77	7		4
Not Employed	1,126	32	23	2	76	6		4
Income:								
Lower	406	43	31	2	67	9		5
Middle	534	31	17	3	79	7		4
Upper	697	27	16	3	81	4		3
Family size:								
1 or 2	623	32	24	3	70	5		5
3 or 4	604	32	17	2	80	7		2
5 or more	466	32	19	4	80	8		4
Age:								
Under 35 years	497	29	15	3	82	7		3
35 - 49	579	34	19	3	78	7		4
50 years and over	613	32	26	2	69	6		5
Education:								
Grammar school	348	41	27	3	68	9		5
High school	959	30	20	3	77	6		4
College	379	30	15	3	81	6		3

¹Percentages add to more than 100 because some respondents gave more than one reply.

Summary of questions 24 and 26: Percentage of use of rolls, biscuits, and muffins in an average week for (EACH OCCASION MENTIONED). Asked only of homemakers who served ¹ rolls, biscuits and muffins in the past year for (EACH ONE MENTIONED).

Percentage Distribution	Percent			
	Breakfast	Lunch at home	Dinner/ supper	Between- meal snacks
Less than 20	7	9	1	29
20 - 29	17	20	6	25
30 - 49	11	11	4	17
50 - 69	26	25	15	11
70 - 99	9	7	10	8
100	30	28	63	9
Not ascertained	*	*	1	1

Number of cases	542	343	1,289	109
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* Less than 1 percent.

¹ Data for "packed lunches" are not included because the number of homemakers who served these products for packed lunches in the past year was too small for meaningful analysis.

Question 27: "Now, thinking about the number of times you are serving rolls, biscuits, or muffins, are you serving rolls, biscuits, or muffins more often, less often, or about as often as you did 2 years ago?"
 Asked of all homemakers.

	Cases Number	Now serving rolls, biscuits, muffins --			Total
		More often	Less often	About as often Percent	
U. S. TOTAL	2,065	12	17	62	100
Region:					
Northeast	586	13	16	64	100
North Central	550	12	17	63	100
South	577	11	16	62	100
West	352	13	20	58	100
Community size:					
Metropolitan	713	12	16	65	100
Urban	853	13	19	59	100
Rural	499	11	14	64	100
Employment status:					
Employed	658	11	19	62	100
Not employed	1,401	12	16	62	100
Income:					
Lower	567	7	18	59	100
Middle	645	12	16	64	100
Upper	776	16	17	64	100
Family size:					
1 or 2	823	6	22	59	100
3 or 4	690	15	14	65	100
5 or more	550	18	12	64	100
Age:					
Under 35 years	581	21	13	59	100
35 - 49 years	673	13	15	67	100
50 years and over	804	5	21	61	100
Education:					
Grammar school	481	6	15	64	100
High school	1,132	14	16	62	100
College	440	15	19	61	100

Question 28: "Why is it that you are serving rolls, biscuits or muffins (MORE OFTEN)(LESS OFTEN) than you did two years ago?" Asked only of homemakers who serve rolls, biscuits, or muffins (MORE OFTEN) (LESS OFTEN) than two years ago.¹

	United States			United States	
	total	Percent		total	Percent
Serve more often because:			Serve less often because:		
Children are older and like them more now	33		Weight conscious; dieting		28
Everyone likes them	17		Family is smaller now		27
Convenience; easier, quicker to serve	16		Health reasons; diabetic diet; no appetite		10
Eating, cooking at home more now	11		Eat, prefer bread		8
Family is larger now	11		Don't have as much company now		6
Wasn't married two years ago	8		Working; haven't had time		6
Cheap, cheaper; price is right	5		Can't afford them		5
Husband wants them more often now	5		Live alone and don't cook, eat much		4
Do more entertaining now	5		Make my own		4
Just discovered a type we like; learned better ways of serving them	4		Don't eat bread and potatoes at same meal		2
Availabilities of more varieties	3		Family won't eat bread		2
Can afford them now; able to buy more food	2		Older, less active now, so require less food		2
Better quality now	2		Miscellaneous		12
Miscellaneous	12		Not ascertained		3
Number of cases	250		Number of cases		345

¹Percentages add to more than 100 because some respondents gave more than one reply.

	Cases Number	Now serving bread --			Not ascertained	Total
		More often	Less often	About as often		
		Percent	Percent	Percent		
U. S. TOTAL	2,065	13	14	72	1	100
<u>Region:</u>						
Northeast	586	14	14	71	1	100
North Central	550	14	13	72	1	100
South	577	12	12	74	2	100
West	352	12	16	71	1	100
<u>Community size:</u>						
Metropolitan	713	13	14	72	1	100
Urban	853	15	15	69	1	100
Rural	499	11	10	77	2	100
<u>Employment status:</u>						
Employed	658	13	13	73	1	100
Not employed	1,401	13	14	71	2	100
<u>Income:</u>						
Lower	567	9	15	73	3	100
Middle	645	16	12	70	2	100
Upper	776	14	13	72	1	100
<u>Family size:</u>						
1 or 2	823	5	22	72	1	100
3 or 4	690	15	11	73	1	100
5 or more	550	24	4	71	1	100
<u>Age:</u>						
Under 35 years	581	28	5	66	1	100
35 - 49 years	673	13	11	75	1	100
50 years and over	804	3	21	74	2	100
<u>Education:</u>						
Grammar school	481	6	14	76	4	100
High school	1,132	16	12	72	-	100
College	440	15	16	68	1	100
<u>Usage level:</u>						
Low	577	5	27	67	1	100
Medium	913	13	10	76	1	100
High	540	24	4	72	-	100

Question 30: "Why is it you are serving bread (MORE OFTEN)(LESS OFTEN) than you did two years ago?"
 Asked only of homemakers who now serve bread (MORE OFTEN)(LESS OFTEN) than two years ago.¹

		United States total Percent	United States total Percent
Serve more often because:	Serve less often because:		
Children are older and eat more, more often now	Weight conscious; dieting	54	34
Make more sandwiches now	Family is smaller now	24	30
Family is larger now	Health reasons; restricted diet	18	13
Just eat more bread now	Older less active now, so require less food	10	8
Wasn't married two years ago	Live alone and don't eat as much now	9	5
Eat more meals at home now, since not working	Family members don't carry sandwiches to work, school now	2	5
Working now and do not have time to bake or prepare special dishes	Eat out more often now	2	4
More filling to have bread with meal	Use more rolls, other bread products now	2	3
Miscellaneous	Miscellaneous	8	12
	Not ascertained		2
Number of cases	Number of cases	271	279

¹Percentages add to more than 100 because some respondents gave more than one reply.

the actual amount the family is eating, would you say since you have been making, asked of all homemakers.
amount of rolls, biscuits, or muffins than you did 2 years ago?"

Now using --

	Cases Number	Now using --			Total
		More rolls	Less rolls	About the same amount of rolls Percent	
U. S. TOTAL	2,065	15	18	63	100
Region:					
Northeast	586	16	18	65	100
North Central	550	14	18	63	100
South	577	15	15	64	100
West	352	16	22	58	100
Community size:					
Metropolitan	713	14	18	66	100
Urban	853	16	19	61	100
Rural	499	16	15	62	100
Employment status:					
Employed	658	16	18	63	100
Not employed	1,401	15	18	63	100
Income:					
Lower	567	8	19	66	100
Middle	645	17	18	62	100
Upper	776	19	17	62	100
Family size:					
1 or 2	823	6	24	66	100
3 or 4	690	17	16	65	100
5 or more	550	28	10	57	100
Age:					
Under 35 years	581	28	12	55	100
35 - 49 years	673	17	16	63	100
50 years and over	804	4	23	68	100
Education:					
Grammar school	481	7	18	69	100
High school	1,132	18	18	61	100
College	440	18	18	61	100

Question 32: "Why is it that you are now using (MORE) (LESS) rolls, biscuits or muffins than you did two years ago?" Asked only of homemakers who now use (MORE) (LESS) rolls, biscuits or muffins than two years ago.¹

		United States		United States	
		total	Percent	total	Percent
Use more because:					
Use less because:					
Children are older and eat more now	55		Family is smaller now	37	
Family is larger now	19		Weight conscious; dieting	25	
Convenient; handy to serve	6		Health reasons; restricted diet	11	
Wasn't married two years ago	6		Don't cook or eat much	9	
Using more because they are being served more often now	5		More expensive than bread; can't afford them	6	
Do more cooking; have more meals now	5		Like bread better	5	
Entertain more; have more company now	4		Not eating at home much	4	
Family likes them as a change from bread	4		Only like to have them for company	3	
Seem to like, enjoy them more now	3		Using less because they're being served less often	2	
Use them for sandwiches, packed lunches	3		Miscellaneous	11	
Have more food money for rolls, biscuits or muffins	2		Not ascertained	1	
Miscellaneous	8				
Not ascertained	2				
Number of cases	312		Number of cases	367	

¹ Percentages add to more than 100 because some respondents gave more than one reply.

	Cases Number	How using --			Total
		More bread	Less bread	about the same amount of bread	
		Percent			
U. S. TOTAL	2,065	22	17	60	100
Region:					
Northeast	586	22	17	60	100
North Central	550	22	19	57	100
South	577	21	13	64	100
West	352	24	21	54	100
Community size:					
Metropolitan	713	20	17	62	100
Urban	853	23	18	57	100
Rural	499	23	14	61	100
Employment status:					
Employed	658	21	16	62	100
Not employed	1,401	23	17	58	100
Income:					
Lower	567	13	16	68	100
Middle	645	29	18	52	100
Upper	776	25	16	59	100
Family size:					
1 or 2	823	6	26	67	100
3 or 4	690	24	16	59	100
5 or more	550	44	6	49	100
Age:					
Under 35 years	581	46	6	46	100
35 - 49 years	673	22	15	61	100
50 years and over	804	5	26	68	100
Education:					
Grammar school	481	11	16	70	100
High school	1,132	26	16	57	100
College	440	24	20	55	100
Usage level:					
Low	577	6	30	63	100
Medium	913	22	15	62	100
High	540	41	7	52	100

* Less than 1 percent

you are now using (MORE)(LESS bread than you did two years ago?" 1
homemakers who are now using (MORE)(LESS) bread than two years ago. 1

	United States total Percent	United States total Percent	
Use more because:		Use less because:	
Children are older and eat more now	58	Family is smaller now	42
More sandwiches are used now	22	Weight conscious; dieting	33
Children eat more sandwiches now	17	Health reasons; restricted diet	12
Husband takes more sandwiches now	4	Getting older and requiring less food	7
Other mentions of using more sandwiches	2	Do not pack sandwiches now	7
Family is larger now	22	Don't cook or eat much now	6
Wasn't married two years ago	5	Not eating at home now	2
Do more cooking; have more meals now	4	Miscellaneous	8
Make more toast now	3		
Miscellaneous	8		
Not ascertained	1		
Number of cases	457	Number of cases	349

1Percentages add to more than 100 (or group total shown) because some respondents gave more than one reply.

Cases	Serve bread and potatoes at the same meal	Do not serve bread and potatoes at the same meal	Total
Number	Percent	Percent	
U. S. TOTAL	69	31	100
Region:			
Northeast	586	40	100
North Central	550	27	100
South	577	17	100
West	352	45	100
Community size:			
Metropolitan	713	40	100
Urban	853	31	100
Rural	499	18	100
Employment status:			
Employed	658	28	100
Not employed	1,401	32	100
Income:			
Lower	567	23	100
Middle	645	26	100
Upper	776	40	100
Family size:			
1 or 2	823	38	100
3 or 4	690	30	100
5 or more	550	21	100
Age:			
Under 35 years	581	26	100
35 - 49 years	673	30	100
50 years and over	804	36	100
Education:			
Grammar school	481	23	100
High school	1,132	29	100
College	440	44	100
Usage level:			
Low	577	51	100
Medium	913	26	100
High	540	15	100

Question 36: "Tell me why you don't usually serve bread or rolls when you serve potatoes."
 Asked only of homemakers who do not serve bread or rolls with potatoes.¹

	United States total	Percent
Too much starch if both are served	50	
Bread (rolls, biscuits, muffins) not needed with potatoes	23	
Health reasons	19	
Dieting	16	
Serving both doesn't make a balanced meal	3	
Other health reasons	1	
Too fattening; too many calories	19	
Family doesn't care for them at dinner	17	
Not in habit of serving both at the same meal	8	
Serve bread (rolls, biscuits and muffins) and potatoes only when there are guests or for a special meal	5	
Don't serve bread or bread products with a cooked meal	3	
Not heavy eaters; light eaters	3	
Potatoes provide protein, food value that bread would provide	2	
Miscellaneous	7	
Not ascertained	1	
Number of cases	636	

¹ Percentages add to more than 100 (or group total shown) because some respondents gave more than one reply.

	Cases Number	Serve bread and rice at same meal	Do not serve bread and rice at same meal	Do not ever serve rice	Total
U. S. TOTAL	2,065	62	26	12	100
Region:					
Northeast	586	52	35	13	100
North Central	550	63	23	14	100
South	577	74	15	11	100
West	352	55	34	11	100
Community size:					
Metropolitan	713	56	32	12	100
Urban	853	60	27	13	100
Rural	499	72	16	12	100
Employment status:					
Employed	648	63	23	14	100
Not employed	1,401	61	27	12	100
Income:					
Lower	567	69	21	10	100
Middle	645	63	22	15	100
Upper	776	57	31	12	100
Family size:					
1 or 2	823	54	31	15	100
3 or 4	690	62	25	13	100
5 or more	550	72	20	8	100
Age:					
Under 35 years	581	66	22	12	100
35 - 49 years	673	65	24	11	100
50 years and over	804	56	30	14	100
Education:					
Grammar school	481	69	19	12	100
High school	1,132	62	25	13	100
College	440	54	35	11	100
Usage level:					
Low	577	46	40	14	100
Medium	913	65	23	12	100
High	540	75	15	10	100

Question 38: "Tell me why you don't usually serve bread or rolls when you serve rice?" Asked only of homemakers who do not serve bread or rolls with rice.¹

	United States total <u>Percent</u>
Too much starch if both are served	50
Too filling; too much heavy food	37
Rice is filling, heavy enough	13
Health reasons	12
Doctor ordered to reduce amount of starch	11
Restricted diet for health reasons	1
Don't need bread or rolls with rice	11
Serve rice with accompanying foods so do not need bread	6
Miscellaneous	7
Not ascertained	34
	<hr/> <hr/>
Number of cases	533

¹ Percentages add to more than 100 because some respondents gave more than one reply.

ary of questions 39 and 43: When spaghetti, macaroni, egg noodles were last served. Asked of all homemakers.

	<u>Spaghetti</u> <u>last served</u>	<u>Macaroni</u> <u>last served</u>	<u>Egg noodles</u> <u>last served</u>
	<u>Percent</u>		
in past 7 days	43	38	24
within past 7 days, within past year	42	43	37
than 1 year ago	8	12	16
r	6	7	23
ascertained	1	*	*
er of cases -- 2,065			

less than 1 percent

ary of questions 40, 41, and 42: Number of times (SPAGHETTI) (MACARONI) (EGG NOODLES) are served in an average week. Asked only of homemakers who served (SPAGHETTI) (MACARONI) (EGG NOODLES) in the past 7 days.

	<u>Spaghetti</u>	<u>Macaroni</u>	<u>Egg noodles</u>
	<u>Percent</u>		
more than once a week	2	4	4
once a week	61	62	58
less than once a week	15	12	10
one or more times a week	4	4	3
ascertained	18	18	25
Number of cases	895	790	497

serve (SPAGHETTI), (MACARONI), (EGG NOODLES), as a main dish or as a side dish?"
 makers who served (SPAGHETTI), (MACARONI), (EGG NOODLES) in past year.

	<u>Spaghetti</u>		<u>Macaroni</u>		<u>Egg noodles</u>	
	Serve as		Serve as		Serve as	
	Cases Number	main dish Percent	main dish Percent	main dish Percent	main dish Percent	side dish Percent
Region:	1,752	86	13	59	39	54
Northeast	521					44
North Central	462	84	15	62	35	36
South	472	89	10	65	33	62
West	298	80	20	40	58	32
		94	5	73	23	45
Community size:						33
Metropolitan	621	82	17	54	40	41
Urban	729	91	8	71	35	56
Rural	403	83	17	42	43	39
Employment status:						32
Employed	567	86	13	57	41	42
Not employed	1,180	86	13	60	38	44
Income:						
Lower	429	78	21	60	38	38
Middle	564	87	12	58	39	39
Upper	699	89	10	58	39	50
Family size:						
1 or 2	603	85	14	65	34	42
3 or 4	632	85	14	56	41	43
5 or more	516	87	11	55	42	45
Age:						
Under 35 years	538	88	11	55	42	48
35 - 49 years	605	86	13	55	42	43
50 years and over	605	84	15	66	33	41
Education:						
Grammar school	367	79	21	60	38	38
High school	994	88	11	58	40	44
College	384	88	12	60	36	47

The difference between the sum of the percent served as main dish and percent served as side dish, and 100 percent is the percent of respondents who served (SPAGHETTI), (MACARONI), (EGG NOODLES) as both a main dish and a side dish.

Question 46: "Here is a card listing qualities that might be used to describe macaroni. Please mark the number that..."

Range of qualities	Number selected							Not ascertained	Average rating
	1	2	3	4	5	6	7		
	Percent								Number
"Low in food value" to "High in food value"	4	6	9	23	15	15	21	7	4.8
"Not fattening" to "Fattening"	2	2	3	11	12	23	45	2	5.8
"Dull food" to "Exciting food"	9	6	8	26	15	15	18	3	4.5
"Unnecessary food" to "Necessary food"	14	10	9	21	14	12	18	2	4.2
"Inexpensive per serving" to "Expensive per serving"	33	28	17	13	3	2	2	2	2.4
"Macaroni products vary greatly in color" to "Macaroni products are all about the same color"	5	5	6	15	6	13	43	7	5.3

Number of cases -- 2,065

Question 48: "How frequently do you use frozen bread dough?" Data reported only for homemakers who said they every used frozen bread dough.

	Cases Number	Frequency of use--						Percent	Used only 1 or 2 times	Not used in past year	T
		Twice a month or more	Once a month	Once every 2 to 6 months	Once every 7 to 12 months	Percent					
U. S. TOTAL	658	14	12	26	23	20	5				
Region:											
Northeast	153	15	13	26	24	19	3				
North Central	207	14	12	28	27	17	2				
South	138	13	14	25	21	21	6				
West	160	13	11	23	20	23	10				
Community size:											
Metropolitan	208	13	11	25	25	20	6				
Urban	283	14	13	24	23	20	6				
Rural	167	13	13	30	22	20	2				
Employment status:											
Employed	208	14	13	26	21	20	6				
Not employed	447	14	12	25	25	20	4				
Income:											
Lower	110	15	10	27	21	20	7				
Middle	217	14	13	29	24	15	5				
Upper	301	13	13	22	25	23	4				
Family size:											
1 or 2	216	16	13	28	21	15	7				
3 or 4	250	12	13	25	22	22	6				
5 or more	192	14	11	24	27	22	2				
Age:											
Under 35 years	200	11	12	24	25	23	5				
35 - 49 years	238	14	13	26	26	17	4				
50 years and over	218	15	12	27	20	20	6				
Education:											
Grammar school	90	14	16	25	22	19	4				
High school	385	14	10	24	25	21	6				
College	181	14	16	29	21	17	3				
Usage level:											
Low	178	14	8	28	25	15	10				
Medium	276	14	15	22	24	22	3				
High	200	14	12	28	22	21	3				

W106

Questions 49 and 50: "What do you like about frozen bread dough? What do you dislike about frozen bread dough?"
Asked only of homemakers who ever used frozen bread dough.

Questions 49 and 50: "What do you like about frozen bread dough? What do you dislike about frozen bread dough?"
 Asked only of homemakers who ever used frozen bread dough.¹

	United States			United States	
	total	Percent		total	Percent
Like frozen bread dough because:			Dislike frozen bread dough because:		
Taste; flavor	57		Poor baking results	45	
Tastes like homemade bread	27		Crust is hard; breaks, peels off	34	
Flavor is fresh, good	14		Fell after coming out of oven	7	
Like taste, flavor	11		Didn't rise properly like other breads	4	
Other mentions of taste, flavor	11		Other mentions of poor baking results	5	
Easy to prepare; not too much effort to make			Just don't like it	33	
Time saver; it's quick--a short cut	29		Forget to take it out of freezer in time to be ready for dinner	16	
Can serve it hot; like to eat it warm	14		Directions unreliable, takes much longer than stated	14	
Smells good; smells wonderful baking	12		Doesn't make toast	10	
Has homemade qualities; just like homemade	11		Nothing disliked	2	
A change from other kinds	8		Miscellaneous	11	
Convenient (general)	7		Not ascertained	16	
Like texture; soft and light	6				
Easier storage	6				
Convenient to have on hand; in case of emergency	4				
Economical, more reasonable than store-bread	4				
Children like it	2				
Can make rolls out of it	2				
Fun to make	2				
Use it for pizza	2				
Sense of accomplishment when finished	2				
Nothing is liked	14				
Miscellaneous	10				
Not ascertained	2				
Number of cases	658		Number of cases	658	

¹ Percentages may add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Question 51: "Which do you prefer--the bread you make from frozen bread dough or the bread you usually buy ready made?" Asked only of homemakers who ever used frozen bread dough.

	Cases Number	Prefer frozen bread dough	Prefer ready made bread	No preference Percent	Not ascertained	Total
U. S. TOTAL	658	34	62	3	1	100
Region:						
Northeast	153	31	64	3	2	100
North Central	207	38	60	2	*	100
South	138	25	73	1	1	100
West	160	40	54	5	1	100
Community size:						
Metropolitan	208	32	65	2	1	100
Urban	283	37	58	4	1	100
Rural	167	32	64	2	2	100
Employment status:						
Employed	208	35	61	3	1	100
Not employed	447	34	62	3	1	100
Income:						
Lower	110	32	64	2	2	100
Middle	217	37	58	3	2	100
Upper	301	34	62	3	1	100
Family size:						
1 or 2	216	33	59	6	2	100
3 or 4	250	36	62	2	-	100
5 or more	192	33	64	1	2	100
Age:						
Under 35 years	200	36	61	2	1	100
35 - 49 years	238	37	59	3	1	100
50 years and over	218	30	66	1	*	100
Education:						
Grammar school	90	32	66	1	1	100
High school	385	33	64	2	1	100
College	181	38	57	4	1	100

less than 1 percent

Question 52: "Why do you prefer (FROZEN BREAD DOUGH) (READY MADE BREAD)?" Asked only of those who had prepared bread.

Prefer frozen bread dough because:

Taste or flavor	70
Tastes more like homemade	34
Tastes better; better flavor	28
Tastes wonderful, tastier flavor	12
Other mentions of taste, flavor	2
Prefer hot, warm bread	18
Texture	17
Texture is good; not goeey, gummy; less doughy; finer, fine-grained	
Other mentions of texture	14
Nice to have on hand; can keep it in freezer	3
Next best thing to homemade; more like homemade bread	15
Has wonderful smell while baking like it	14
Use it as a treat	13
Fresher; fresh	9
More economical; less expensive	6
Doesn't cost any more than other bread	6
If it weren't so expensive, I'd use it more	3
Not ascertained	3
	2
	1

Number of cases

224

Prefer ready made bread because:

Convenience	70
No preparation; ready to serve	35
Faster; less time-consuming	18
Easier to use; handy to serve	17
Handy and easy; convenient	16
Pre-sliced; no slicing needed	10
Other mentions of convenience	3
Has better taste, flavor	18
Better texture; even/finer/lighter texture	12
Better for lunches and sandwiches	9
Cheaper, less expensive; more for money; can't afford frozen	8
More consistent; know what we're getting	8
Like it better	8
Toasts better	8
Don't like frozen bread	4
Versatile; can't use frozen bread for all ways we use ready made; prefer for everyday use	4
Can control the amount we eat better; eat too much if hot bread is served	3
Variety; buy all different kinds so it is tasty; can get more/greater variety in ready made	3
Miscellaneous	2
Not ascertained	9
	1

Number of cases

408

Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Question 54: "Have you ever heard of frozen bread dough?" Asked only of homemakers who never used frozen bread dough.

	<u>Cases</u> <u>Number</u>	<u>Heard of</u> <u>frozen bread dough</u>	<u>Have not heard of</u> <u>frozen bread dough</u>	<u>Percent</u>	<u>Total</u>
U. S. TOTAL	1,407	69	31		100
Region:					
Northeast	433	69	31		100
North Central	343	76	24		100
South	439	58	42		100
West	192	83	17		100
Community size:					
Metropolitan	505	69	31		100
Urban	570	73	27		100
Rural	332	64	36		100
Employment status:					
Employed	450	71	29		100
Not employed	954	69	31		100
Income:					
Lower	457	58	42		100
Middle	428	71	29		100
Upper	475	78	22		100
Family size:					
1 or 2	607	65	35		100
3 or 4	440	74	26		100
5 or more	358	70	30		100
Age:					
Under 35 years	381	70	30		100
35 - 49 years	435	74	26		100
50 years and over	586	66	34		100
Education:					
Grammar school	391	57	43		100
High school	747	73	27		100
College	259	78	22		100

0112

Question 55: "Why haven't you ever tried frozen bread dough?" Asked only of those who have never used frozen bread dough.

United States
total
Percent

Make, prefer to make my own bread products	24
Indifferent to it; doesn't interest me; just haven't bothered; never think of it	21
Easy to buy ready baked, satisfied with bought bread	17
Lack of time; don't have the time, it takes too much time	14
Dislike certain characteristics of frozen bread	14
Inconvenience--have to bake it; heat oven	7
Taste--doesn't taste as good as homemade; don't care for taste	5
Other characteristics disliked	4
Cost--too expensive, more expensive	11
Use small amount of bread	11
Live alone; family too small	6
Don't think we would like it	5
Have thought about trying it; have been tempted to but never did	4
Easier to, prefer to, buy packaged rolls or canned biscuits or other partially prepared mixes	3
Haven't had any occasion to try it	3
No deep freezer, limited freezer capacity	3
Don't like frozen foods	2
Health reasons; restricted diet	2
Just don't like it	2
Have never seen it; can't find it in store; not available	2
Miscellaneous	10
Not ascertained	2

Number of cases

974

Percentages add to more than 100 (or group total shown) because some respondents gave more than one reply.

Questions 63, 64, and 69: "Have you used any flour for baking in the past year? During the past year did you use any self-rising flour for baking?" Asked of all homemakers.

	<u>Cases Number</u>	<u>Used</u>		<u>Used</u>	
		<u>some flour</u>	<u>plain or cake flour</u>	<u>self-rising flour</u>	<u>Used</u>
			<u>Percent</u>		
U. S. TOTAL	2,065	80	73		25
<u>Region:</u>					
Northeast	586	68	67		15
North Central	550	83	82		16
South	577	88	69		51
West	342	79	78		13
<u>Community size:</u>					
Metropolitan	713	69	68		15
Urban	853	82	75		25
Rural	499	91	79		38
<u>Employment status:</u>					
Employed	658	80	72		27
Not employed	1,401	80	74		24
<u>Income:</u>					
Lower	567	75	62		31
Middle	645	82	77		25
Upper	776	82	79		22
<u>Family size:</u>					
1 or 2	823	71	65		19
3 or 4	690	83	78		27
5 or more	550	88	79		32
<u>Age:</u>					
Under 35 years	581	83	76		30
35 - 49 years	673	82	76		25
50 years and over	804	75	70		21
<u>Education:</u>					
Grammar school	481	77			64
High school	1,132	81			
College	440				

Number of times used plain flour for baking in an average week

	<u>Cases Number</u>	<u>Less</u>					<u>Total</u>
		<u>than once</u>	<u>Once</u>	<u>Twice</u>	<u>3 - 4</u>	<u>5 or more</u>	
U. S. TOTAL	1,304	24	42	18	11	5	100
<u>Region:</u>							
Northeast	341	28	40	18	8	6	100
North Central	397	23	41	23	10	3	100
South	343	21	44	16	11	8	100
West	223	26	40	14	16	4	100
<u>Community size:</u>							
Metropolitan	407	30	42	14	12	2	100
Urban	546	24	41	20	10	5	100
Rural	351	17	42	20	13	8	100
<u>Employment status:</u>							
Employed	402	28	42	17	9	4	100
Not employed	900	23	41	19	12	5	100
<u>Income:</u>							
Lower	306	25	37	16	15	7	100
Middle	440	18	46	21	10	5	100
Upper	520	28	40	18	10	4	100
<u>Family size:</u>							
1 or 2	449	29	42	16	9	4	100
3 or 4	466	25	41	19	12	3	100
5 or more	388	18	41	20	13	8	100
<u>Age:</u>							
Under 35 years	388	23	43	17	12	5	100
35 - 49 years	439	24	40	20	11	5	100
50 years and over	473	26	41	18	10	5	100
<u>Education:</u>							
Grammar school	264	24	37	19	13	7	100
High school	743	25	42	19	10	4	100
College	291	22	44	18	12	4	100

Question 70: "Why is it that you haven't used any self-rising flour for baking in the past year?" Asked only of homemakers who used some flour for baking in the past year, but did not use self-rising.

	United States	
	total	Percent
Buy, like all-purpose (plain) flour; see no reason to change	23	
Don't know what it is; never heard of it; not familiar with it	23	
Just never tried it; don't use it at all	15	
Habit; like to stick to one flour; habit of using regular flour	12	
Like to add all the ingredients myself	12	
Don't bake much	10	
Most recipes call for plain flour; have no recipes for self-rising flour	9	
No need for it; no occasion to use it	9	
More economical to use all-purpose flour; can't afford to buy self-rising	5	
Cannot be used for everything or for general use	5	
Never thought to use it	4	
Don't like because of mistakes made with it	4	
Don't know how or when to use it	3	
Don't think I ever saw it; don't think it's very common here	2	
Use mixes most of the time	2	
Miscellaneous	11	
Not ascertained	2	
Number of cases	1,126	

1 Percentages add to more than 100 because some respondents gave more than one reply.

Asked only of homemakers who used self-rising flour for baking in the past year.

		Number of times used self-rising flour for baking in an average week						Not	
		Less than			6 or more			ascertained	
		once	Twice	3 - 5	Percent	6	Percent	Total	Total
		-----	-----	-----	-----	-----	-----	-----	-----
Cases	Number								
U. S. TOTAL	516	35	30	11	10	9	5	100	100
Region:									
Northeast	89	67	16	6	7	2	2	100	100
North Central	88	46	30	8	6	4	6	100	100
South	293	19	34	15	12	14	6	100	100
West	46	53	33	4	8	--	2	100	100
Community size:									
Metropolitan	108	57	21	10	7	2	3	100	100
Urban	216	37	31	10	8	8	6	100	100
Rural	192	20	34	14	12	14	6	100	100
Employment status:									
Employed	176	36	29	11	10	9	5	100	100
Not employed	338	35	31	11	8	10	5	100	100
Income:									
Lower	177	24	35	12	9	13	7	100	100
Middle	163	36	31	12	10	9	2	100	100
Upper	167	45	23	11	10	5	6	100	100
Family size:									
1 or 2	155	40	30	9	10	7	4	100	100
3 or 4	187	34	32	12	9	8	5	100	100
5 or more	174	29	29	13	9	14	6	100	100
Age:									
Under 35 years	173	41	28	10	10	6	5	100	100
35 - 49 years	171	31	30	14	7	12	6	100	100
50 years and over	171	33	33	10	10	10	4	100	100
Education:									
Grammar school	146	25	33	15	9	14	4	100	100
High school	271	36	31	10	9	8	6	100	100
College	99	45	27	11	10	4	3	100	100

Questions 74 and 77: "Do you ever serve pancakes including the frozen kind? Don't include potato pancakes. Do you ever serve waffles--that is, the frozen kind as well as those you make yourself?" Asked of all homemakers.

	Cases Number	Serve pancakes	Percent	Serve waffles
U. S. TOTAL	2,065	83		45
Region:				
Northeast	586	81		48
North Central	550	89		48
South	577	78		33
West	352	85		57
Community size:				
Metropolitan	713	81		50
Urban	853	83		45
Rural	499	85		38
Employment status:				
Employed	658	82		47
Not employed	1,401	83		44
Income:				
Lower	567	72		29
Middle	645	87		45
Upper	776	89		58
Family size:				
1 or 2	823	70		39
3 or 4	690	90		48
5 or more	550	94		52
Age:				
Under 35 years	581	91		41
35 - 49 years	673	89		55
50 years and over	804	72		39
Education:				
Grammar school	481	72		28
High school	1,132	87		47
College	440	84		58

Frequency of serving pancakes

	Cases Number	Frequency of serving pancakes				Not ascertained	Total
		Once a week or more	2 or 3 times a month	Once a month	Less than once a month		
U. S. TOTAL	1,710	43	23	15	18	1	100
<u>Region:</u>							
Northeast	474	41	26	14	18	1	100
North Central	489	35	28	15	20	2	100
South	449	48	20	15	16	1	100
West	298	52	18	14	16	*	100
<u>Community size:</u>							
Metropolitan	578	42	25	15	17	1	100
Urban	708	42	22	15	20	1	100
Rural	424	47	25	13	14	1	100
<u>Employment status:</u>							
Employed	540	38	26	15	19	2	100
Not employed	1,165	44	23	14	18	1	100
<u>Income:</u>							
Lower	410	46	22	14	17	1	100
Middle	559	46	21	15	17	1	100
Upper	687	37	28	15	19	1	100
<u>Family size:</u>							
1 or 2	572	33	19	17	29	2	100
3 or 4	620	45	25	14	16	*	100
5 or more	518	51	27	12	9	1	100
<u>Age:</u>							
Under 35 years	531	47	26	12	14	1	100
35 - 49 years	599	44	26	15	14	1	100
50 years and over	575	35	19	17	26	2	100
<u>Education:</u>							
Grammar school	346	45	21	15	17	1	100
High school	987	44	24	14	17	1	100
College	369	35	26	17	21	2	100

*Less than 1 percent.

Questions 76 and 79: "Why is it that you do not serve (PANCAKES) (WAFFLES) at all?" Asked only of homemakers who do not serve (PANCAKES) (WAFFLES) at all.¹

	United States total	Percent
Do not serve pancakes because:		
Don't like them; don't care for them	41	
Too much trouble to make them	24	
Health reasons	19	
Fattening; too many calories	10	
Prefer other foods	7	
Too heavy and "doughy"	7	
Go out to eat them or eat them when out	5	
Too much rush in morning, don't have time to prepare them	4	
Don't know how to make them; can't make them	4	
Don't eat, care for breakfast	3	
Prefer waffles	2	
Takes too much time to make them	2	
Miscellaneous	16	
Not ascertained	3	

Number of cases

355

	United States total	Percent
Do not serve waffles because:		
Don't have a waffle iron; don't have any way to make them	49	
Don't care for them (exclude frozen)	24	
Too much trouble to make them	13	
Respondent or family members prefer pancakes	12	
Don't like frozen waffles	8	
Health reasons	5	
Never tried or bought frozen waffles	5	
Pancakes are faster, easier to prepare	3	
Fattening; too many calories	3	
Don't have time to make them	3	
Don't know how to make them/ make them properly	3	
Can't afford the cost involved in serving waffles	3	
Don't think of it; never think of it	2	
Same as pancakes--have the same things in them	2	
Never had waffles	2	
Eat them away from home	2	
Miscellaneous	10	
Not ascertained	2	

Number of cases

1,131

¹ Percentages add to more than 100 because some respondents gave more than one reply.

Frequency of serving waffles

	Once a week or more	2 or 3 times a month	Once a month	Less than once a month	Not ascertained	Total
Cases Number	Percent					
U. S. TOTAL	934	20	20	21	37	100
Region:						
Northeast	282	23	18	19	39	100
North Central	264	13	21	22	42	100
South	188	26	21	21	29	100
West	200	23	19	24	33	100
Community size:						
Metropolitan	356	22	22	19	36	100
Urban	387	19	17	21	41	100
Rural	191	24	20	26	28	100
Employment status:						
Employed	308	19	19	19	40	100
Not employed	622	22	20	22	35	100
Income:						
Lower	162	19	24	19	36	100
Middle	292	24	14	23	38	100
Upper	448	19	22	22	35	100
Family size:						
1 or 2	317	17	19	18	43	100
3 or 4	333	21	20	23	35	100
5 or more	284	25	19	23	31	100
Age:						
Under 35 years	241	28	18	23	28	100
35 - 49 years	371	20	22	23	34	100
50 years and over	317	15	18	17	48	100
Education:						
Grammar school	135	19	24	16	41	100
High school	537	23	19	21	35	100
College	256	17	18	25	38	100

1: "During the past year did you use any of these prepared mixes or not? Any others? 1 During the past month did you use (EACH MIX USED IN PAST YEAR)?" Asked of all homemakers.

	Cases Number	Used biscuit mix		Used cake mix		Used pancake & waffle mix		Used pie crust mix	
		Past year	Past month	Past year	Past month	Past year Percent	Past month	Past year	Past month
U. S. TOTAL	2,065	40	24	72	53	63	49	21	12
Region:									
Northeast	586	40	25	65	50	64	52	24	15
North Central	550	44	24	80	60	71	55	19	11
South	577	23	13	70	49	53	40	23	14
West	352	59	38	73	55	62	48	19	7
Community size:									
Metropolitan	713	40	26	64	47	64	52	21	13
Urban	853	41	25	75	56	63	48	23	12
Rural	499	36	20	78	58	60	46	19	11
Employment status:									
Employed	658	42	23	72	51	67	51	21	13
Not employed	1,401	39	24	72	54	61	48	22	12
Income:									
Lower	567	27	16	58	42	45	35	15	9
Middle	645	41	25	76	57	65	50	21	11
Upper	776	48	28	79	59	75	59	26	15
Family size:									
1 or 2	823	35	21	57	35	49	36	16	9
3 or 4	690	43	25	80	62	73	58	26	16
5 or more	550	43	26	84	70	71	57	23	14
Age:									
Under 35 years	581	44	27	79	61	72	56	26	15
35 - 49 years	673	42	25	80	63	72	59	23	13
50 years and over	804	35	20	59	40	48	35	17	10
Education:									
Grammar school	481	25	15	57	40	44	33	13	8
High school	1,132	42	25	77	57	70	54	23	13
College	440	50	30	75	58	65	51	26	15

Percentages add to more than 100 because some respondents gave more than one reply.

Summary of use of (PIECRUST MIX) was used in an average month. Asked only of homemakers who served each mix in the past year.

Frequency of use:	<u>Biscuit mix</u>		<u>Cake mix</u>		<u>Pancake and waffle mix</u>		<u>Piecrust mix</u>	
	Percent		Percent		Percent		Percent	
Once a month	28		29		21		34	
Twice a month	23		24		19		22	
3 or 4 times a month	22		24		32		16	
5 or more times a month	9		8		16		4	
Not ascertained	18		15		12		24	

Number of cases	821	1,479	1,293	441
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Questions 86 and 87: "During the past year, did you use any of these products in any form other than mix or not? 1
During the past month did you serve (PRODUCTS USED IN PAST YEAR)? Asked of all homemakers."

	Cases Number	Cakes		Cookies		Pastries		Pies	
		Used in past year	Served in past month	Used in past year	Served in past month	Used in past year	Served in past month	Used in past year	Served in past month
U. S. TOTAL	2,065	79	60	87	77	57	44	75	57
Region:									
Northeast	586	83	68	88	80	67	53	75	57
North Central	550	77	58	90	78	59	44	75	55
South	577	82	62	82	72	43	32	75	63
West	352	71	48	89	75	60	48	74	53
Community size:									
Metropolitan	713	84	66	88	79	63	49	73	54
Urban	853	76	56	87	77	55	42	75	57
Rural	499	77	59	85	72	51	39	77	62
Employment status:									
Employed	658	80	60	88	77	58	44	77	60
Not employed	1,401	79	60	87	76	57	44	74	56
Income:									
Lower	567	74	56	78	68	45	34	67	52
Middle	645	79	63	90	78	58	45	78	59
Upper	776	83	62	91	82	66	52	78	61
Family size:									
1 or 2	823	72	51	79	65	47	33	66	46
3 or 4	690	83	66	91	82	62	51	80	64
5 or more	550	84	67	94	88	66	51	82	66
Age:									
Under 35 years	581	82	64	92	83	66	53	79	58
35 - 49 years	673	83	65	90	82	63	49	79	63
50 years and over	804	73	53	81	67	46	33	68	52
Education:									
Grammar school	481	75	56	78	69	45	34	69	53
High school	1,132	81	62	89	79	61	46	76	59
College	440	80	61	91	78	62	49	77	58

1 Percentages add to more than 100 because some respondents gave more than one reply.

Summary of questionnaires. Asked only of homemakers who served each product in any form other than a mix an average month. in the past year.

Frequency of use:	Cakes	Cookies	Percent	Pastries	Pies
Once a month	21	10		22	22
Twice a month	19	13		19	24
3 times a month	8	6		7	9
4 times a month	17	14		20	18
5 - 9 times a month	10	10		10	10
10 - 19 times a month	7	12		6	4
20 times or more a month	5	27		4	1
Not ascertained	13	8		12	12
Number of cases	1,631	1,795		1,177	1,543

Question 92: "What percent of the (CAKES, COOKIES, PASTRIES, PIES) that you served in the past month was bought from a grocer's or baker's shelf, freezer, or refrigerator; what percent were baked using your own batter and what percent were from mixes?" Asked only of homemakers who served each product in any form other than from a mix in the past month.

Percentage distribution:	Cakes			Cookies			Pastries			Pies		
	Grocer's shelf	Own batter	From mixes	Grocer's shelf	Own batter	From mixes	Grocer's shelf	Own batter	From mixes	Grocer's shelf	Own batter	From mixes
	Percent											
None	36	41	33	21	53	93	17	71	96	45	34	89
Less than 20	8	6	8	3	4	3	1	2	1	4	2	3
20-39	13	10	14	4	8	2	2	3	1	4	5	2
40-59	10	13	16	10	9	2	6	6	2	10	9	3
60-99	10	12	28	13	7	*	6	3	*	7	7	2
100	22	17	-	49	19	-	68	15	-	29	42	-
Not ascertained	1	1	1	*	*	*	*	*	*	1	1	1
<hr/>												
Number of cases	1,242	1,242	1,242	1,579	1,579	1,579	903	903	903	1,186	1,186	1,186

of bread, how would you explain it? Asked of all homemakers.¹

	United States total	Income			Education		
		Lower	Middle	Upper Percent	Grammar school	High school	College
Food value added	68	54	70	77	48	70	84
Vitamins (unspecified)	36	27	37	43	23	37	48
Nutrients or more food value	20	18	20	21	16	19	24
Fortified with something (unspecified)	9	9	8	10	8	10	10
Extra vitamins and minerals	8	5	9	10	3	9	13
Food value restored	5	3	5	6	3	4	10
Proteins	4	3	5	5	3	5	3
B-complex vitamins	3	1	1	4	1	2	4
Vitamins and proteins	3	1	4	3	2	3	3
Other vitamins	2	1	1	3	1	1	4
All other food value	3	2	5	4	2	3	6
Ingredients added	12	12	12	13	14	12	12
More butter or shortening	5	5	5	5	6	4	4
Shortening/butter in combination with one or more dairy products	3	3	3	4	4	3	3
More eggs	2	2	3	2	3	2	2
More milk	2	2	2	2	3	2	2
All other ingredients	3	2	3	3	2	3	4
Finer/better bread	6	7	6	5	7	6	4
Better taste/ flavor	5	7	4	3	6	5	4
Richer	4	7	4	3	6	4	2
Higher quality ingredients	4	7	4	3	6	4	2
Better flavor/wheat used	4	5	4	3	4	4	3
More fattening/more calories	3	4	3	3	3	3	3
Preservatives added to retard spoilage	2	2	2	1	2	1	2
Miscellaneous	7	8	6	6	8	7	6
Not ascertained	13	19	11	8	22	10	6
Number of cases	2,065	567	645	776	481	1,132	440

¹Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

Question 95: "Here is a list of qualities which might be used to describe white bread. Which of these do you feel are important to you in selecting a loaf of white bread?" Asked of all homemakers.¹

	United States total	Region				Community size		
		North- east	North Central	South	West	Metro	Urban	Rural
		Percent						
Freshness	79	79	79	80	76	79	78	80
Softness	62	59	61	70	55	54	63	71
Flavor	61	63	62	54	65	65	60	55
Keeping quality	47	49	48	42	48	51	45	44
Wrapped in cellophane that you see through	45	38	46	53	44	44	47	46
Price	43	40	44	46	39	38	43	49
Fine texture	43	44	41	49	37	41	43	47
Large size loaf	42	35	40	45	50	39	40	47
Toasting quality	41	46	45	32	44	50	38	35
Vitamin content	38	36	36	40	41	42	37	34
Moistness	35	31	37	36	36	35	34	35
Thin slice	33	29	27	44	32	31	35	34
Medium size slice	31	33	34	24	33	33	30	29
Light in weight	28	26	29	33	22	28	29	27
Firmness	26	33	23	19	29	33	23	20
Small size loaf	21	22	20	22	19	22	22	18
Medium texture	19	15	20	16	26	19	19	16
Wrapped in wax paper	12	15	12	11	11	14	11	12
Thick slice	12	12	9	17	11	12	13	11
Large size slice	12	11	13	11	13	13	10	13
Small size slice	10	8	11	12	10	10	10	11
Heavy in weight	7	5	7	4	13	8	5	6
Coarse texture	6	5	7	3	11	8	5	4
Other qualities	3	3	3	2	5	5	2	3
None of these qualities	1	1	*	*	1	1	1	*
Don't buy bread	1	1	1	1	1	1	1	1
Not ascertained	1	1	*	1	1	1	1	1
Number of cases	2,065	586	550	577	352	713	853	499

¹Percentages add to more than 100 because some respondents gave more than one reply.

* Less than 1 percent.

Continued--

Question 95: "Here is a list of qualities which might be used to describe white bread. Which of these do you feel are important to you in selecting a loaf of white bread?" Asked of all homemakers.--Continued¹

	Employment status		Income			Family size		
	Employed	Not employed	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent							
whiteness	79	79	74	81	80	72	83	84
firmness	65	61	61	64	62	51	65	69
flavor	61	60	57	61	64	58	64	61
keeping quality	44	48	46	48	47	45	47	50
wrapped in cellophane you see through	45	46	47	47	44	42	46	50
price	39	44	49	45	37	32	42	59
crust texture	43	44	38	45	47	37	46	50
large size loaf	39	43	39	47	41	24	47	62
tasting quality	39	42	40	42	42	46	39	36
protein content	37	39	36	41	38	31	42	43
firmness	33	35	31	35	38	30	36	39
thin slice	34	33	28	33	36	30	34	37
medium size slice	30	31	33	30	29	31	30	31
weight in weight	27	28	33	27	25	24	32	29
firmness	25	26	28	24	25	29	23	23
small size loaf	21	21	24	17	20	33	17	7
crust texture	16	20	21	17	19	20	17	18
wrapped in wax paper	11	13	14	11	11	15	11	10
thick slice	10	13	16	11	11	12	11	14
large size slice	10	13	14	12	11	9	12	16
small size slice	8	11	12	9	10	13	9	7
heavy in weight	5	7	7	6	7	8	5	7
crust texture	6	6	6	5	7	8	5	4
other qualities	4	3	3	2	4	3	3	4
none of these qualities	1	1	1	1	*	1	1	*
don't buy bread	1	1	1	1	1	2	*	*
not ascertained	1	*	1	—		1	*	1
Number of cases	658	1,401	567	645	776	823	690	550

¹Percentages add to more than 100 because some respondents gave more than one reply.

*Less than 1 percent.

Continued--

Question 95: "Here is a list of qualities which might be used to describe white bread. Which of these do you feel are important to you in selecting a loaf of white bread?" Asked of all homemakers. --Continued ¹

	Age			Education			Usage level		
	Under 35 years	35-49 years	50 years and over	Grammar school	High school	College	Low	Medium	High
				Percent					
Freshness	84	83	71	74	81	78	75	82	81
Softness	73	67	50	57	66	56	52	65	70
Flavor	64	63	56	54	61	66	58	64	60
Keeping quality	51	47	43	39	48	51	47	48	46
Wrapped in cellophane you see through	49	46	43	44	47	45	42	47	48
Price	50	47	34	43	43	41	30	44	55
Fine texture	45	46	40	35	47	45	39	45	48
Large size loaf	52	49	29	37	45	39	22	45	60
Toasting quality	37	40	45	33	42	48	46	42	37
Vitamin content	45	40	31	32	39	44	33	40	42
Moistness	38	38	29	27	36	39	32	36	37
Thin slice	33	37	30	27	33	41	38	33	30
Medium size slice	29	30	33	32	30	30	30	31	32
Light in weight	31	28	25	32	28	25	25	31	26
Firmness	20	26	29	24	27	25	27	27	23
Small size loaf	13	16	31	22	19	25	38	17	8
Medium texture	18	19	19	18	18	20	19	19	17
Wrapped in wax paper	6	12	17	17	11	10	14	12	11
Thick slice	14	12	12	13	14	8	11	12	15
Large size slice	14	12	10	11	13	11	7	12	16
Small size slice	8	9	12	10	9	12	15	9	7
Heavy in weight	5	6	8	6	6	9	9	5	7
Coarse texture	5	6	7	5	5	8	8	4	6
Other qualities	3	3	3	2	3	5	3	3	3
None of these qualities	*	1	1	*	1	1	1	*	*
Don't buy bread	*	*	2	2	*	2	1	1	*
Not ascertained	*	1	1	1	*	1	*	*	1
Number of cases	581	673	804	481	1,132	440	577	913	540

¹Percentages add to more than 100 because some respondents gave more than one reply.

* Less than 1 percent.

Question 9b: Here is a card listing qualities that might be used to describe white bread.... Do you feel white bread is...?" Asked of all homemakers.

Range of qualities	Number selected							Not ascertained	Average
	1	2	3	4	5	6	7		
	Percent								
"Low in food value" to "High in food value"	2	2	3	13	16	20	42	2	5.8
"Dull food" to "Exciting food"	7	7	9	31	15	11	18	2	4.5
"Unnecessary food" to "Necessary food"	3	3	3	9	11	18	51	2	5.8
"Inexpensive per serving" to "Expensive per serving"	23	21	17	17	9	6	6	1	3.1
"Not fattening" to "Fattening"	4	3	3	14	12	21	41	2	5.6

Number of cases -- 3,137

Question 97: "I see you rated bread (1, 2, 3, 4, 5, 6, 7) on the "Not fattening to fattening" scale. Please tell me why?" Asked of all homemakers.¹

	Rating <u>1 or 2</u>	Rating <u>3 or 4 or 5</u>	Rating <u>6 or 7</u>
	<u>Percent</u>		
Contains starch/carbohydrates	1	25	46
Ingredients that cause bread to be fattening:		12	30
Flour	—	4	14
Fats or shortening	—	4	10
Wheat	—	2	4
Flour, shortening, sugar and/or eggs	—	1	3
Yeast	—	1	3
Milk	—	1	2
Sugar	—	1	2
Other ingredients	—	3	7
High in calories; too many calories per slice	1	6	19
Bread either not included in reducing diets or drastically cut down	2	7	17
Bread is not fattening; it's what you put on it that is fattening	20	23	13
Hearsay	1	7	12
Not fattening when used in moderation	17	25	8
Family members have gained weight from eating it	1	2	7
Doctors say it is fattening	—	2	7
Has necessary food value; is a nutri- tious basic food	16	8	3
Not fattening to family members	38	14	2
Low in calories; doesn't contain too many calories	7	2	*
They do not put much in bread	3	2	*
Possible to eat bread on a reducing diet and still lose weight	2	1	—
Not anymore fattening than anything else	5	6	1
Day-old bread/dry toast is not fatten- ing, but bread with too much moisture in it is	1	2	1
Miscellaneous	9	13	12
Not ascertained	7	6	2
Number of cases	147	581	1,296

*Less than 1 percent

¹ Percentages add to more than 100 (or group totals shown) because some respondents gave more than one reply.

With the exception of check-box material, office record information, and free-answer space, the questionnaires used for this study are reproduced below in entirety. Questions which appear on both the long and the short forms of the questionnaires are marked with asterisks. Responses to a few of the questions have not been reported because the data were not of value. Instructions to interviewers are in upper case letters. The cards used as visual aids are reproduced at the end of the questionnaires.

Good _____, I'm _____ from Chilton Research Services in Philadelphia. We are conducting a study among homemakers for the United States Department of Agriculture. We're getting opinions from homemakers across the country about their uses of different food products and you were selected as part of this cross-section. (NOW READ Q. 1 WITHOUT PAUSING)

POTATO SECTION

1. Now, I'd like to talk to you about white potatoes. How many times have you served potatoes in any form, either fresh or processed, in the past month? (HAND RESPONDENT CARD 4) These are examples of what we mean by processed potatoes. 2. How many of these _____ times did you serve fresh white potatoes and how many times did you serve some form of processed potatoes (excluding potato chips)? (IF "1" OR MORE TIMES FOR FRESH WHITE POTATOES, SKIP TO Q. 6. IF "0" TIMES FOR FRESH WHITE POTATOES CONTINUE) 3. When did you last serve fresh white potatoes?

(IF "WITHIN PAST YEAR BUT NOT PAST MONTH" IN Q. 3, ASK Q. 4 AND 4a. IF "MORE THAN 1 YEAR AGO" ASK Q. 4 THEN SKIP TO Q. 31) 4. Why is it that you have not served fresh white potatoes in the past month? 4a. How many times would you say you served fresh white potatoes in an average week?

(IF NEVER SERVED FRESH WHITE POTATOES IN Q. 3, ASK:) 5. Why is it that you have never served fresh white potatoes? (NOW SKIP TO Q. 31)

*6. Have you served fresh white potatoes within the past 7 days? (IF "NO", ASK:) *6a. How many times would you say you serve fresh white potatoes in an average week? (IF "YES" IN Q. 6, ASK:)

*7. How many times have you served fresh white potatoes in the past 7 days? *8. Would you say that (# IN Q. 7) is the number of times you serve fresh white potatoes in an average week? (IF "NO", ASK:) *9. How many times do you serve fresh white potatoes in an average week?

(IF POTATOES SERVED 1 TIME OR LESS IN Q's. 4a, 6a, 7 OR 9, ASK:) 10. Why is it that you do not serve fresh white potatoes more often?

(FOR EVERYONE WHO HAS SERVED FRESH WHITE POTATOES IN THE PAST YEAR, ASK:) 11. Please tell me why you serve fresh white potatoes?

12. Now thinking about how often you serve fresh white potatoes--that is, number of times, not the amount--are you serving them more often, less often or about as often as you did 2 years ago? (IF "MORE OFTEN" OF "LESS OFTEN", ASK:) 13. Why is it that you are serving fresh white potatoes (MORE OFTEN) (LESS OFTEN) than you did 2 years ago?

14. How many pounds of fresh white potatoes do you usually buy at one time? (HAND RESPONDENT CARD 1) 15. How frequently do you buy potatoes?

16. In season are you usually able to find the kind of fresh white potatoes you want? (IF "NO", ASK:) 17. What kind(s) is it that you can't usually buy? 18. Why is it that you can't usually buy (TYPES MENTIONED IN Q. 17)? (RECORD BY TYPE.)

(HAND RESPONDENT CARD 2) *19. Here is a list of different types of fresh white potatoes. Which of these types have you bought within the past year? (FOR EACH TYPE BOUGHT IN PAST YEAR, ASK:) *20. Have you bought any _____ in the past month? (IF ONLY ONE KIND BOUGHT IN PAST YEAR, INDICATE THAT ONE AS THE KIND LIKED BEST FOR Q. 21 AND WRITE 100% FOR Q. 22. IF MORE THAN ONE KIND BOUGHT IN PAST YEAR, ASK:) 21. Of the kinds you bought in the past year--that is, the (KINDS BOUGHT)--which kind do you like best? 22. Of all the fresh white potatoes you bought in the past year what percent would you say are (TYPES BOUGHT IN Q. 19)? 23. Why do you like (KIND LIKED BEST)?

24. In general, how would you rate the cooking quality of the fresh white potatoes you use (IF "FAIR" OR "POOR" ASK:) 25. Why do you rate them only (FAIR) (POOR)?

(HAND RESPONDENT CARD 3) 26 Here is a list of ways you can serve fresh white potatoes; of course, there are other ways. In what ways have you served potatoes in the past year? Any other ways?

27. In what ways have you served potatoes in the past month? Any other ways? (IF POTATOES SERVED IN ONE WAY ONLY IN PAST YEAR, WRITE 100% FOR THAT WAY FOR Q. 28) 28. Of all the fresh white potatoes you have served in the past year, what percent would you say are (TYPES SERVED IN Q. 26)?

29. In what season of the year do you serve fresh white potatoes? (IF MORE THAN ONE, ASK:) 29a In which season do you serve them most? (IF FRESH WHITE POTATOES SERVED MOST OFTEN IN ONE SEASON, ASK:) 30. Why do you serve fresh white potatoes more often in the (SEASON) than you do at other times of the year?

(ASK EVERYONE--HAND RESPONDENT CARD 4) 31. Here is a list of different processed white potato products that you can buy partially or completely prepared. Which of these have you bought in the past year? (IF NONE BOUGHT IN PAST YEAR, SKIP TO Q. 36) 32. Which have you bought in the past month? 33. Would you say that the (TYPE) you bought in the past year is higher or lower in cost per serving than if you prepared it yourself? 34. Has the use of processed and prepared potato products affected the total amount of potatoes used in your home? (IF YES, ASK:) 35. In what way?

(OF THOSE WHO HAVE EVER SERVED FRESH WHITE POTATOES, ASK:) 36. If you had planned to serve potatoes and discovered that you had run out of them, what would you do? 37. What (else) do you think you could serve in place of potatoes?

(IF ANY KIND OF FRESH OR PREPARED POTATOES EVER SERVED, ASK:) 38. When you serve potatoes at a meal, do you usually serve bread or rolls or other bread products? (IF "NO", ASK:) 39. Why is it that you usually do not serve bread or rolls when you serve potatoes?

40 Have you served any potato chips in the past month? (IF "NO" IN Q. 40, SKIP TO Q. 45) (HAND RESPONDENT CARD 5) 41. Which of these ways have you served potato chips in the past month? (IF SERVED IN ONE WAY ONLY, INDICATE THAT AS THE WAY SERVED MOST FREQUENTLY FOR Q. 42. IF SERVED IN MORE THAN ONE WAY, ASK:) 42. Which one way do you serve most frequently? 43. When you are buying potato chips, how important is the color of the potato chips to you--is it very important, somewhat important or not at all important? (IF "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT", ASK:) 44. Why do you say that?

(ASK EVERYONE--HAND RESPONDENT CARD 6) *45. Here is a card listing qualities that might be used to describe fresh white potatoes. I'd like to know how you, yourself, feel about these things even if you don't use them. Your opinion may agree with the statement on the right or the statement on the left or it may fall somewhere in between. Please tell me the number that comes closest to how you feel.

(HAND RESPONDENT CARD 7) *46. Now, I'd like your opinion about different ways potatoes can be served. Here is a scale. As I mention the method of preparing potatoes show me on the scale how fattening you think potatoes are when they are prepared using your own recipe. If you think that method is very fattening select a number on the extreme right of the scale. If you think that potatoes prepared that way are not fattening at all, select a number on the extreme left. If your opinion falls somewhere between, you may select a number which best shows how you feel.

(HAND RESPONDENT CARD 8) *47. Now, I'd like your opinion about the flavor of fresh white potatoes and processed potatoes even though you may not have used them. Here is a scale just like the one you used First, how would you rate the flavor of fresh white potatoes? Instant mashed? Frozen french fried potatoes? Canned white potatoes?

RICE SECTION

As you may know there are different kinds of rice which you can buy today. There is regular, uncooked rice which has always been on the market. Then there is a parboiled rice, also known as converted rice, which comes partially cooked and doesn't take quite as long to cook. And there is "instant rice" which comes already cooked--all you have to do is bring some water to a boil and let the rice absorb the water. In addition to these products, you can also buy prepared foods made mainly with rice, such as frozen or canned foods.

1. Have you served rice in any form in the past year? (IF "NO" TO Q. 1, ASK:) 2. Why is it that you have not served any rice in the past year? (NOW SKIP TO Q. 31.) (IF "YES" Q. 1, ASK:) 3. Would you say you are using more rice, less rice or about the same amount of rice that you

used 2 years ago? 4. Please tell me the reasons you serve rice?

(HAND RESPONDENT CARD 1) *5. Here is a list of types of rice. Which of the listed types on this card have you served in the past year? Any others? Do not include wild rice or brown rice? (FOR EACH TYPE SERVED IN PAST YEAR, ASK:) *6. Have you served any _____ in any form in the past month? (IF "YES" IN Q. 6, ASK:) *7. How many times have you served rice in any form in the past month? *7a. Would you say that (# IN Q. 7) is the number of times you serve rice in an average month? (IF "NO" TO Q. 7a, ASK:) *7b. How many times do you serve rice in an average month? (IF MORE THAN ONE TYPE SERVED IN Q. 6, ASK:) *8. Of the (# IN Q. 7) times you served rice, about how many times did you serve (TYPES SERVED PAST MONTH)? (IF ONLY ONE TYPE SERVED IN PAST YEAR, INDICATE THAT TYPE LIKED BEST FOR Q. 9. IF MORE THAN ONE TYPE SERVED IN Q. 5, ASK:) 9. Of the different types of _____ rice you have used in the past year, which do you like best? 10. Why do you like (TYPE LIKED BEST) best?

(IF REGULAR, UNCOOKED RICE NOT SERVED IN PAST YEAR, Q. 5, ASK:) 11. Why is it that you have not served any regular, uncooked rice in the past year?

(IF ANY PREPARED RICE PRODUCTS WERE SERVED IN THE PAST YEAR, Q. 5, ASK:) 12. What do you like about the prepared rice products you serve?

(IF PREPARED RICE FOODS NOT USED IN THE PAST YEAR, Q. 5, ASK:) 13. Why is it that you haven't used prepared rice food products?

(IF ANY PRECOOKED OR PREPARED RICE PRODUCTS WERE SERVED IN THE PAST YEAR, Q. 5, ASK:) 14. Now, thinking about how often you serve precooked or prepared rice products--that is, number of times--not the amount, are you serving rice products more often, less often or about as often as you did 2 years ago? (IF "MORE OFTEN" OR "LESS OFTEN", ASK:) 15. Why is it that you are serving precooked or prepared rice (MORE OFTEN) (LESS OFTEN) than you did 2 years ago? (IF REGULAR, UNCOOKED RICE NOT SERVED IN PAST YEAR, SKIP TO Q. 24.)

IF SERVED REGULAR, UNCOOKED RICE IN PAST YEAR, Q. 5, ASK:) 16. On the average, about how many times in a month period do you serve regular, uncooked rice? (IF REGULAR, UNCOOKED RICE SERVED TIMES OR MORE SKIP TO Q. 18; IF 2 TIMES OR LESS, ASK:) 17. Why is it that you do not serve regular, uncooked rice more often?

8. Now, thinking about how often you serve regular, uncooked rice--that is, number of times, not the amount--are you serving regular uncooked rice more often, less often or about as often as you did 2 years ago? (IF "ABOUT AS OFTEN," SKIP TO Q. 20; IF "MORE OFTEN" OR "LESS OFTEN", ASK:) 9. Why is it that you are serving regular, uncooked rice (MORE OFTEN) (LESS OFTEN) than you did 2 years ago?

IF REGULAR, UNCOOKED RICE SERVED IN PAST MONTH, Q. 6, HAND RESPONDENT CARD 2 AND ASK:) 20. Here is a list of ways you can serve regular, uncooked rice. In what ways did you serve regular, uncooked rice in the past month? Any other ways? (IF SERVED ONLY ONE WAY IN PAST MONTH INDICATE THAT WAY AS SERVED MOST FOR Q. 21. IF SERVED IN MORE THAN ONE WAY, ASK:) 21. Which way do you serve most?

2. Do you know the exact price you pay for the regular, uncooked rice you buy most often? (IF NO", SKIP TO Q. 24) 23. How much do you usually pay per pound for that rice?

4. Now considering all the types of rice available, do you prefer short, medium or long grain rice? (IF "DON'T KNOW", SKIP TO Q. 26) 25. Tell me why you prefer (TYPE PREFERRED)? (IF NO PREFERENCE, ASK:) Why is it you have no preference?

6. In which seasons of the year do you serve rice? (IF RICE SERVED IN MORE THAN ONE SEASON, ASK:) 26a. In which season do you serve rice most often? (IF RICE SERVED MOST OFTEN IN ONE SEASON IN Q. 26a ASK:) 27. Why do you serve rice most often in the (SEASON) than you do at other times of the year?

28. Thinking back 2 years ago, what kind of rice did you usually buy most often--regular, par-boiled or converted, instant, or prepared? 29. What kind do you buy most often now? (IF KIND BOUGHT NOW IS DIFFERENT FROM KIND BOUGHT 2 YEARS AGO, ASK:) 30. Why is it that you used to buy (KIND BOUGHT 2 YEARS AGO) most often and now buy (KIND BOUGHT NOW) most often?

(ASK EVERYONE--HAND RESPONDENT CARD 3) *31. Here is a card listing qualities used to describe regular, uncooked rice. I'd like to know how you yourself feel about these things even though you may not use regular, uncooked rice. Your opinion may agree with the statement on the right or the statement on the left or it may fall somewhere in between. Please tell me the number that comes closest to how you feel.

32. Would you say that parboiled or converted rice costs more, less or about the same per serving as regular, uncooked rice? 33. Would you say that instant rice costs more, less or about the same as regular, uncooked rice? 34. Even though you may not have used it, would you say that prepared (SPANISH RICE) (FRIED RICE) is higher or lower in cost per serving than if you prepared it yourself using regular, uncooked rice and other necessary ingredients?

35. Have you used any wild rice in the past year? (IF "YES" ASK Q's 36 THRU 39) 36. How many times have you used wild rice in the past year? 37. Have you used any wild rice in the past month? 38. Why do you use wild rice? 39. On what occasion do you serve wild rice?

40. Have you used brown rice in the past year? (IF "YES", ASK:) 41. Have you used brown rice in the past month?

WHEAT SECTION

Now, I'd like to talk to you about white bread and other breads made from wheat such as whole wheat or cracked wheat. Do not include rye bread or pumpernickel since they are not made from wheat.

*1. Have you served any white bread or other breads made from wheat in the past 7 days? (IF "YES", SKIP TO Q. 5; IF "NO", ASK:) *2. Why is it that you have not served any white bread or other breads made from wheat in the past 7 days? *3. When did you last serve white bread or other breads made from wheat? (IF MORE THAN 1 YEAR AGO, SKIP TO Q. 17) *4. How much white bread do you use in an average week? (NOW SKIP TO Q. 10)

(IF "YES" TO Q. 1, ASK:) *5. How much white bread have you used in the past 7 days? *6. Would you say (AMOUNT IN Q. 5) is the amount you serve in an average week or not? (IF "YES", SKIP TO Q. 8; IF "NO", ASK:) *7. About how much white bread do you use in an average week?

(HAND RESPONDENT CARD 1) 8. Here is a card showing meals and occasions when you might use white bread. At which meals or occasions did you use white bread in the past 7 days? (IF WHITE BREAD SERVED AT MORE THAN 1 IN Q. 8, ASK:) 9. Of the white bread you used in the past 7 days about what percent did you use for (EACH OCCASION)? (NOW SKIP TO Q. 12)

(HAND RESPONDENT CARD 1) 10. Here is a card showing meals and occasions when you might use white bread. In an average week, at which meals or occasions do you usually serve white bread? (IF WHITE BREAD SERVED AT MORE THAN 1 IN Q. 10, ASK:) 11. Of the white bread you use in an average week about what percent do you use for (EACH OCCASION)?

12. What brand of bread do you buy most often? 13. What is the name of the store where you usually buy _____? Where is it located?

14. What type of bread do you buy most--white, whole wheat, cracked wheat or some other kind made from wheat? 15. Do you know the price you pay for the bread you buy most often? (IF "YES" TO Q. 15, ASK:) 16. How much do you usually pay for that bread?

(ASK EVERYONE) 17. In the past 7 days have you served any rolls, biscuits or muffins (made from wheat) which were purchased? Please don't include any corn muffins or bran muffins--only rolls, biscuits or muffins made from wheat? Don't include sweet rolls, biscuits or muffins made from mixes. (IF "YES", SKIP TO Q. 20; IF "NO", ASK:) 18. Why is it that you haven't served any rolls, biscuits or muffins in the past 7 days? Remember now we're talking about those which were purchased. (HAND RESPONDENT CARD 2) 19. When did you last serve rolls, biscuits or muffins? (IF "SERVED WITHIN PAST YEAR," SKIP TO Q. 22; IF "NOT SERVED WITHIN PAST YEAR," SKIP TO Q. 29)

(IF "YES" TO Q. 17, ASK:) 20. How many rolls, biscuits or muffins have you served in the past 7 days? (IF "NONE" SKIP TO Q. 22; OTHERWISE ASK:) 21. Would you say that (AMOUNT IN Q. 20) is the amount of rolls, biscuits or muffins you use in an average week or not? (IF "NO" TO Q. 21, ASK:) 22. How many rolls, biscuits or muffins do you use in an average week? (NOW SKIP TO Q. 25)

(IF "YES" TO Q. 21, HAND RESPONDENT CARD 1) 23. Here again is the card showing meals and occasions. At which meals did you use rolls, biscuits or muffins in the past 7 days? (IF SERVED AT MORE THAN 1 IN Q. 23, ASK:) 24. Of the rolls, biscuits or muffins you used in the past 7 days, about what percent did you use for (EACH OCCASION)? (NOW SKIP TO Q. 27)

(HAND RESPONDENT CARD 1) 25. Here again is the card showing meals and occasions. In an average week, at which meals or occasions do you use rolls, biscuits, or muffins? (IF SERVED AT MORE THAN 1 IN Q. 25, ASK:) 26. Of the rolls, biscuits or muffins you use in an average week, about what percent did you use for (EACH OCCASION)?

27. Now, thinking about the number of times you are serving rolls, biscuits or muffins, are you serving rolls, biscuits or muffins more often, less often or about as often as you did 2 years ago? (IF "ABOUT AS OFTEN," SKIP TO Q. 29; IF "MORE OFTEN" OR "LESS OFTEN", ASK:) 28. Why is it that you are serving rolls, biscuits or muffins (MORE OFTEN) (LESS OFTEN) than you did 2 years ago?

29. Thinking about the number of times you are serving bread, are you serving bread more often, less often or about as often as you did 2 years ago? (IF "ABOUT AS OFTEN," SKIP TO Q. 31; IF "MORE OFTEN" OR "LESS OFTEN," ASK:) 30. Why is it you are serving bread (MORE OFTEN) (LESS OFTEN) than you did 2 years ago?

31. Now, thinking about the amount of rolls, biscuits or muffins you are now using--that is the actual amount the family is eating, would you say that you are using more, less or about the same of rolls, biscuits or muffins than you did 2 years ago? (IF "ABOUT THE SAME," SKIP TO Q. 33; IF "MORE" OR "LESS," ASK:) 32. Why is it that you are now using (MORE) (LESS) rolls, biscuits or muffins than you did 2 years ago?

33. Thinking about the amount of bread you are now using--that is the actual amount the family is eating, would you say that you are using more, less or about the same amount of bread than you did 2 years ago? (IF "ABOUT THE SAME," SKIP TO Q. 35; IF "MORE" OR "LESS," ASK:) 34. Why is it that you are now using (MORE) (LESS) bread than you did 2 years ago?

35. If you serve potatoes at a meal, do you usually serve bread, rolls, biscuits or muffins? (IF "NO," ASK:) 36. Tell me why you don't usually serve bread or rolls when you serve potatoes?

37. If you serve rice at a meal, do you usually serve bread, rolls, biscuits or muffins? (IF "NO," ASK:) 38. Tell me why you don't usually serve bread or rolls when you serve rice?

Now, a few questions about spaghetti, macaroni and egg noodles: 39. In the past 7 days, have you served any spaghetti? Macaroni? Egg noodles? (FOR EACH PRODUCT SERVED, CONTINUE--IF PRODUCT NOT SERVED, SKIP TO Q. 43 FOR THAT PRODUCT) 40. How many times did you serve (PRODUCT) in the past 7 days? 41. Would you say that (# TIMES IN Q. 40) is the number of times you serve (PRODUCT) in an average week? (IF "NO" TO Q. 41, ASK:) 42. How many times do you serve (PRODUCT) in an average week? (NOW SKIP TO Q. 44) (IF "NONE" SERVED IN Q. 39, ASK:) 43. When did you last serve (PRODUCT)? (IF "MORE THAN 1 YEAR AGO" OR "NEVER," SKIP TO Q. 46; IF "LESS THAN 1 YEAR AGO," CONTINUE)

44. How do you usually serve (PRODUCT), as a main dish or as a side dish? 45. Why do you serve (PRODUCT) as a (MAIN DISH) (SIDE DISH)?

(ASK EVERYONE--HAND RESPONDENT CARD 3) 46. Here is a card listing qualities that might be used to describe macaroni products. Your opinion may agree with the statement on the right or the statement on the left or it may fall somewhere in between. Please pick the number that comes closest to how you feel.

I'd like to talk to you now about frozen bread dough--the kind that you buy frozen, but which you have to let thaw and rise before baking. 47. Have you ever used frozen bread dough? (ASK Q's. 48 THRU 53 ONLY IF "YES" TO Q. 47) (HAND RESPONDENT CARD 4) 48. How frequently do you use frozen bread dough? 49. What do you like about frozen bread dough? 50. What do you dislike about frozen bread dough? 51. Which do you prefer--the bread you make from frozen bread dough or the bread you usually buy ready made? 52. Why do you prefer (ANSWER IN Q. 51)? 53. Are you usually able to find frozen bread dough when you want it? (NOW SKIP TO Q. 56)

(IF "NO" TO Q. 47, ASK:) 54. Have you ever heard of frozen bread dough? (IF "YES" TO Q. 54, ASK:) 55. Why haven't you ever tried it?

(ASK EVERYONE) Now your comments about a product you probably don't get asked about every day. 56. Do you know what parboiled wheat is? Some people call it bulgar wheat or wheat pilaf. (PEE-Loff) (IF "NO", SKIP TO Q. 63) 57. Do you ever use parboiled wheat? (IF "NO", SKIP TO Q. 63) 58. How do you serve parboiled wheat--as a plain side dish, in casseroles, in soups or in some other way? (HAND RESPONDENT CARD 4) 59. How often do you serve parboiled wheat (METHOD SERVED)? 60. Do you usually buy your parboiled wheat at the store where you buy most of your groceries or at some other store? (IF "SOME OTHER STORE," ASK:) 61. Why is it that you don't buy parboiled wheat where you buy most of your groceries? 62. Are you usually able to find parboiled wheat when you want it--that is, does the store usually have it when you want it?

(ASK EVERYONE) Next, I'd like to talk to you about flour. 63. Have you used any flour for baking in the past year? (IF "NO" SKIP TO Q. 74; IF "YES", ASK:) 64. During the past year did you use any plain or cake flour for baking (not the mix)? (IF "NO", ASK:) 65. Why haven't you used any plain or cake flour for baking during the past year? (Where flour is a major ingredient). (NOW SKIP TO Q. 69) (IF "YES" TO Q. 64, ASK:) 66. How often did you use plain flour for baking in the past week? 67. Would you say that (# IN Q. 66) is the number of times you use plain flour for baking in an average week? (IF "NO", ASK:) 68. How many times in an average week do you use plain flour for baking?

69 During the past year did you use any self-rising flour for baking? (IF "NO", ASK:) 70. Why is it that you haven't used any self-rising flour for baking in the past year? (NOW SKIP TO Q. 74) (IF "YES" TO Q. 69, ASK:) 71. How often did you use self-rising flour for baking in the past week? 72. Would you say that (# IN Q. 71) is the number of times you use self-rising flour for baking in an average week? (IF "NO", ASK:) 73. How many times in an average week do you use self-rising flour for baking?

(ASK EVERYONE) Now . . . 74. Do you ever serve pancakes including the frozen kind? Don't include potato pancakes. (IF "YES" TO Q. 74, HAND RESPONDENT CARD 4 AND ASK:) 75. How often do you serve pancakes? (IF "NO" TO Q. 74 ASK:) 76. Why is it that you do not serve pancakes at all?

(ASK EVERYONE) 77. Do you ever serve waffles--that is, the frozen kind as well as those you make yourself? (IF "YES" TO Q. 77, HAND RESPONDENT CARD 4 AND ASK:) 78. How often do you serve waffles? (IF "NO" TO Q. 77, ASK:) 79. Why is it that you do not serve waffles at all?

80. During the past year did you use any of these prepared mixes or not: Biscuit mix, cake mix, pancake and waffle mix, piecrust mix? Any others? (ASK Q. 81 FOR EACH MIX USED IN THE PAST YEAR) 81. During the past month did you use (EACH MIX USED)? (IF NONE, SKIP TO Q. 85) (FOR EACH MIX USED PAST MONTH, ASK:) 82. How many times did you use (MIX) in the past month? 83. Would you say that (# TIMES) is the number of times you use (MIX) in an average month? (IF "NO" TO Q. 83, ASK:) 84. Well, during the past year, how many times did you use (MIX) in an average month? (NOW SKIP TO Q. 86) (FOR EACH MIX USED PAST YEAR BUT NOT PAST MONTH, ASK:) 85. During the past year, how many times did you use (MIX) in an average month?

86. During the past year, did you use any of these products in any form other than mix or not: Cakes, cookies, pastries, pies? Any others? (ASK Q. 87 FOR EACH PRODUCT SERVED IN THE PAST YEAR) 87. During the past month did you serve (PRODUCT)? (IF "NONE", SKIP TO Q. 91) (FOR EACH PRODUCT SERVED PAST MONTH, ASK:) 88. How many times did you serve (PRODUCT) in the past month? 89. Would you say that (# TIMES) is the number of times you use (PRODUCT) in an average month? (IF "NO" TO Q. 89, ASK:) 90. Well, during the past year, how many times did you use (PRODUCT) in an average month? (NOW SKIP TO Q. 92) (FOR EACH PRODUCT USED PAST YEAR BUT NOT PAST MONTH, ASK:) 91. During the past year, how many times did you use (PRODUCT) in an average month? 92. What percent of the (EACH PRODUCT SERVED PAST MONTH) that you served in the past month was bought from a grocer's or baker's shelf, freezer or refrigerator; what percent were baked using your own batter and what percent were from mixes?

(ASK EVERYONE) 93. If a friend asked you what the word "enriched" means when it is printed on the wrapper of a loaf of bread, how would you explain it? 94. Thinking only of prewrapped brands, would you say that all brands, most brands, or only some brands are enriched?

(HAND RESPONDENT CARD 5) 95. Here is a list of qualities which might be used to describe white bread. Which of these do you feel are important to you in selecting a loaf of white bread?

(HAND RESPONDENT CARD 6) *96. Here is a card listing qualities that might be used to describe white bread. Your opinion may agree with the statement on the right or the statement on the left or it may fall somewhere in between. Please pick the number that comes closest to how you feel.

(QUESTION 97 TO BE ASKED CONCERNING RESPONDENT'S RATING OF BREAD AS "NOT FATTENING" OR "FATTENING") 97. I see you rated bread (# CHOSEN IN SCALE) on the "not fattening"- "fattening" scale. Please tell me why.

CLASSIFICATION SECTION

Now, we're interested in a few things about you and your family so we can see whether there are differences of opinions in different kinds of families. 1. Please tell me the members of your family who live here with you, including yourself, in relation to the head of the family. Please give me the age of each person from oldest to youngest. (LIST IN RELATION TO HEAD, SUCH AS, "WIFE", "SON", ETC. DO NOT GIVE NAMES.) 2. Are you employed? 3. Are you the head of the household? 4. What kind of work (does head of household do) (do you do)? What do they do or make where (he) (you) work(s)? 5. What was the last grade of school you completed? 6. In which of the following age groups are you: Under 20, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-over? 7. Are you married or single (including widowed or divorced)?

(HAND RESPONDENT INCOME CARD) 8. To get a good cross section, we must interview people in all income groups. Here is a series of broad groups. Please tell me, by number, in which of these groups the total yearly income, before income taxes, of this household falls. Please include income from all sources. Just read off the number.

(RECORD WHETHER RESPONDENT IS MALE OR FEMALE)

CARDS USED IN INTERVIEWS

POTATO SECTION

Card 1--Q. 15

More than once a week
Once a week--4 times a month
Three times a month
Twice a month
Once a month
Once every 2 months
Once every 3-6 months
Once every 7-12 months
Other

Card 2--*Q. 19

Old

New

Baking

Card 3--Q. 26

Baked
Boiled
French Fried
Home Fried--Hash Brown

Mashed
Roasted
Potato Salad
Other

Card 4--Q. 1, 31

Instant Mashed, Frozen French Fried, Canned

Dried prepared--

Mashed Potato Buds
Scalloped Potatoes
Potato Pancake
Mashed Potato Flakes
Au Gratin Potatoes
Potato Sticks in Can
Potato Soup in Package
Other (Specify)

Frozen prepared--

Potatoes Au Gratin
Shredded Potato Patties
Shoestring Potatoes--French style
Hash Brown Potatoes
French Fried Potatoes
Stuffed Potatoes--topped with cheese
Cream of Potato Soup--Can
Other (Specify)

Card 5--Q. 41

As a snack

Served with meals

With dips

Other

Card 6--*Q. 45

Not good tasting	1	2	3	4	5	6	7	Good tasting
Low in food value	1	2	3	4	5	6	7	High in food value
Not fattening	1	2	3	4	5	6	7	Fattening
Low cost per serving	1	2	3	4	5	6	7	High cost per serving
Dull food	1	2	3	4	5	6	7	Exciting food
Unnecessary food	1	2	3	4	5	6	7	Necessary food

Card 7--*Q. 46

	Not at all Fattening					Fattening	
	1	2	3	4	5	6	7
Mashed potatoes	1	2	3	4	5	6	7
Baked potatoes	1	2	3	4	5	6	7
French fried potatoes	1	2	3	4	5	6	7
Boiled potatoes	1	2	3	4	5	6	7

Card 8--*Q. 47

	Low in Flavor					High in Flavor	
	1	2	3	4	5	6	7
Fresh white potatoes	1	2	3	4	5	6	7
Instant mashed	1	2	3	4	5	6	7
Frozen french fried potatoes	1	2	3	4	5	6	7
Canned potatoes	1	2	3	4	5	6	7

RICE SECTION

Card 1--*Q. 5

Regular, uncooked rice

Precooked (Parboiled or converted rice
(Instant rice

Prepared (Spanish rice
(Fried rice

Other (Specify)

Card 2--Q. 20

Main dish

Side dish

Cereal

Soup

Desserts

Other

Card 3--*Q. 31

Low in food value	1	2	3	4	5	6	7	High in food value
Not fattening	1	2	3	4	5	6	7	Fattening
Low cost per serving	1	2	3	4	5	6	7	High cost per serving
Dull food	1	2	3	4	5	6	7	Exciting food
Unnecessary food	1	2	3	4	5	6	7	Necessary food

WHEAT SECTION

Card 1--Q. 8, 10, 23, 25

Breakfast

Lunch at home

Packed lunches

Dinner/Supper

Between-meal snacks

Card 2--Q. 19

Not within 7 days but within past month

Not within past month but within past year

Not within past year--more than one year ago

Never

Card 3--Q. 46

Low in food value	1	2	3	4	5	6	7	High in food value
Not fattening	1	2	3	4	5	6	7	Fattening
Dull food	1	2	3	4	5	6	7	Exciting food
Unnecessary food	1	2	3	4	5	6	7	Necessary food
Inexpensive per serving	1	2	3	4	5	6	7	Expensive per serving
Macaroni products vary greatly in color	1	2	3	4	5	6	7	Macaroni products are all about the same color

Card 4--Q. 48, 59, 66, 71, 75, 78

1. More than once a week	5. Once a month
2. Once a week (4 times a month)	6. Once every 2 months
3. Three times a month	7. Once every 3-6 months
4. Twice a month	8. Once every 7-12 months
	9. Other

Card 5--Q. 95

1. Softness	13. Medium texture
2. Thick slice	14. Firmness
3. Thin slice	15. Vitamin content
4. Medium size slice	16. Price
5. Toasting quality	17. Small size loaf
6. Keeping quality	18. Large size loaf
7. Wrapped in cellophane that you see thru	19. Small size slice
8. Wrapped in wax paper	20. Large size slice
9. Heavy in weight	21. Flavor
10. Light in weight	22. Moistness
11. Fine texture	23. Freshness
12. Coarse texture	24. Other (Specify)

Card 6--Q. 96

Low in food value	1	2	3	4	5	6	7	High in food value
Dull food	1	2	3	4	5	6	7	Exciting food
Unnecessary food	1	2	3	4	5	6	7	Necessary food
Inexpensive per serving	1	2	3	4	5	6	7	Expensive per serving
Not fattening	1	2	3	4	5	6	7	Fattening

INCOME CARD--Classification Section, Q. 8

Total Yearly Household Income

(1) Less than \$2,000	(7) \$7,000 to 7,999
(2) \$2,000 to 2,999	(8) \$8,000 to 9,999
(3) \$3,000 to 3,999	(9) \$10,000 to 12,499
(4) \$4,000 to 4,999	(0) \$12,500 to 14,999
(5) \$5,000 to 5,999	(X) \$15,000 and over
(6) \$6,000 to 6,999	